

BESPOKE MARKET INTELLIGENCE

GLP-1 Meds

1,000+ US Consumers Balanced To Census

October, 2023

Audience: Survey of 1,000+ US Consumers balanced to census.

Key Takeaways:

- Awareness is higher with respondents who have conditions like type 2 diabetes, sleep apnea, or generally being overweight.
- Consumers have a mixed view of GLP-1s, leaning positive on net. Camps are split between side effects / safety and losing weight / helping people.
- Consumers lean toward thinking GLP-1s are safe to take, especially for people with type 2 diabetes.
- There is more interest in GLP-1s in pill format compared to injections...
- Respondents who are interested in taking GLP-1s are more likely to be in the process of trying to lose weight than the average consumer...
- Respondents on GLP-1s are very satisfied with their experience taking it so far...
- Consumers currently taking GLP-1s report that they have lost weight...
- Consumers on GLP-1s were likely to report that they have experienced some side effects...
- Consumers taking GLP-1s are evenly divided with regard to how they started taking it (doctor recommended vs. them seeking it out from a doctor)...
- The second half of the report contains breakdowns across consumer spending categories and medical devices (Snack Foods, Casual Dining, Soda, Beer, Clothing, CGMs, etc)



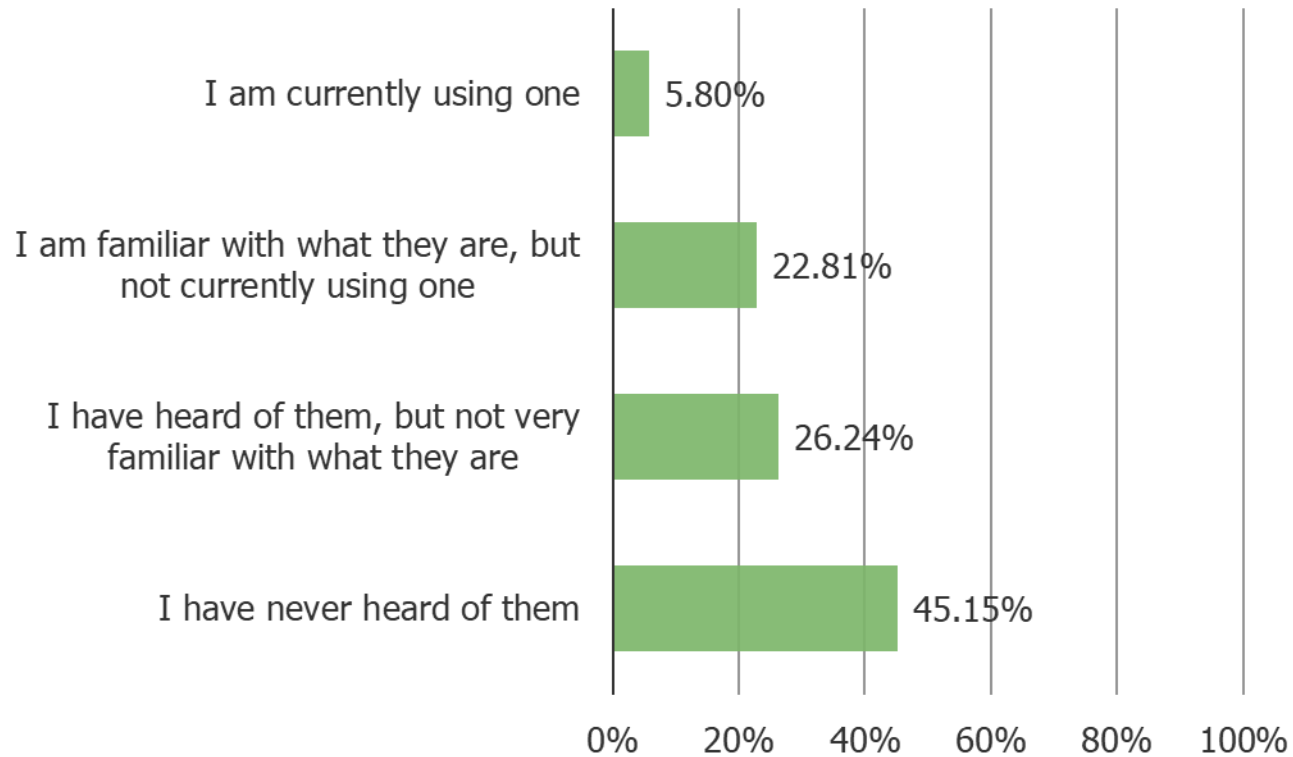
GLP-1 Meds Survey

TAM Related Questions

GLP-1 Meds Survey

Have you heard of GLP-1 medications, like Ozempic and Wegovy, and others like them, before taking this survey?

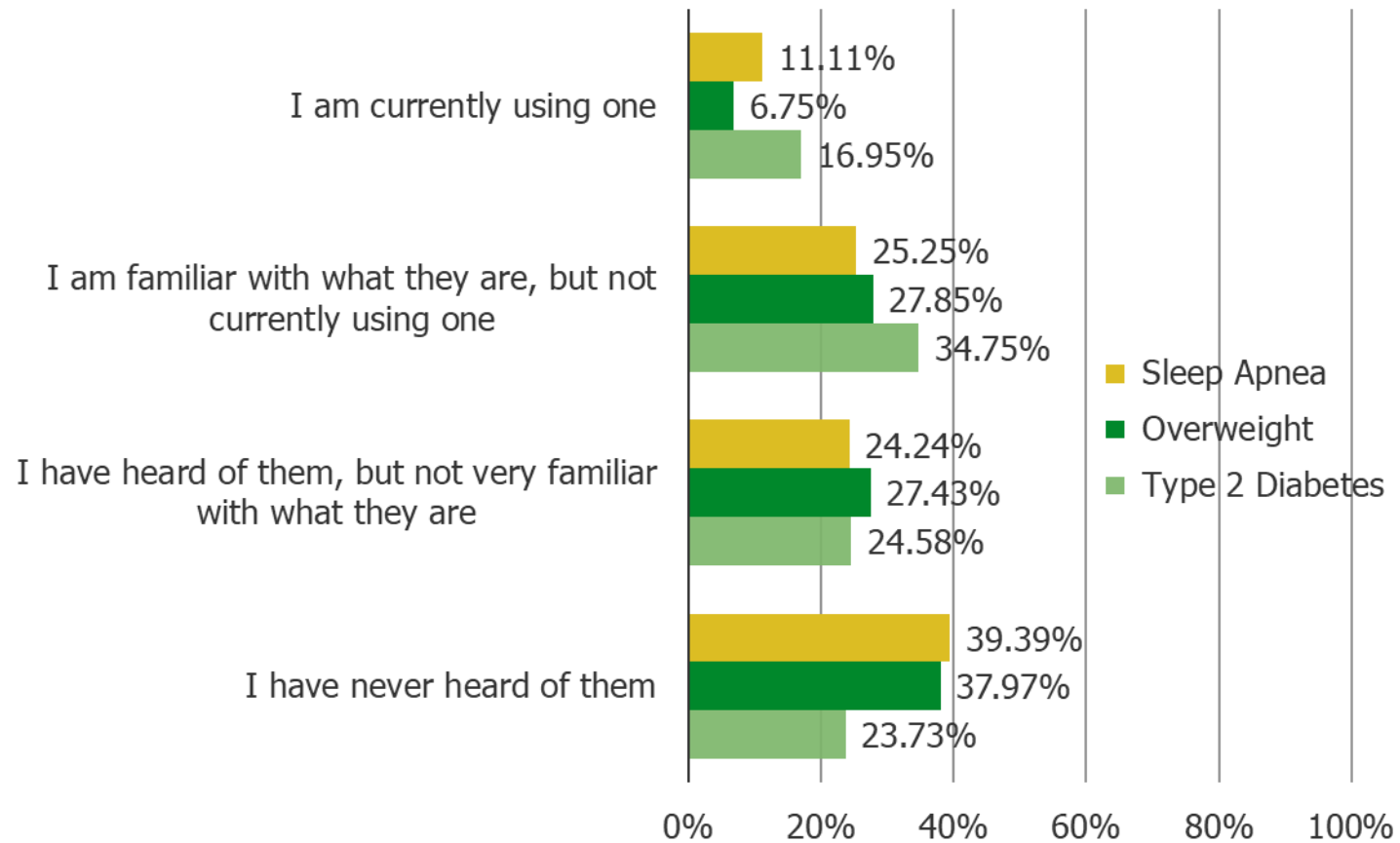
Posed to all respondents. (N=1,000)



GLP-1 Meds Survey

Have you heard of GLP-1 medications, like Ozempic and Wegovy, and others like them, before taking this survey?

Cross-Tab Analysis: Respondents With The Following Conditions (Self-Reported)

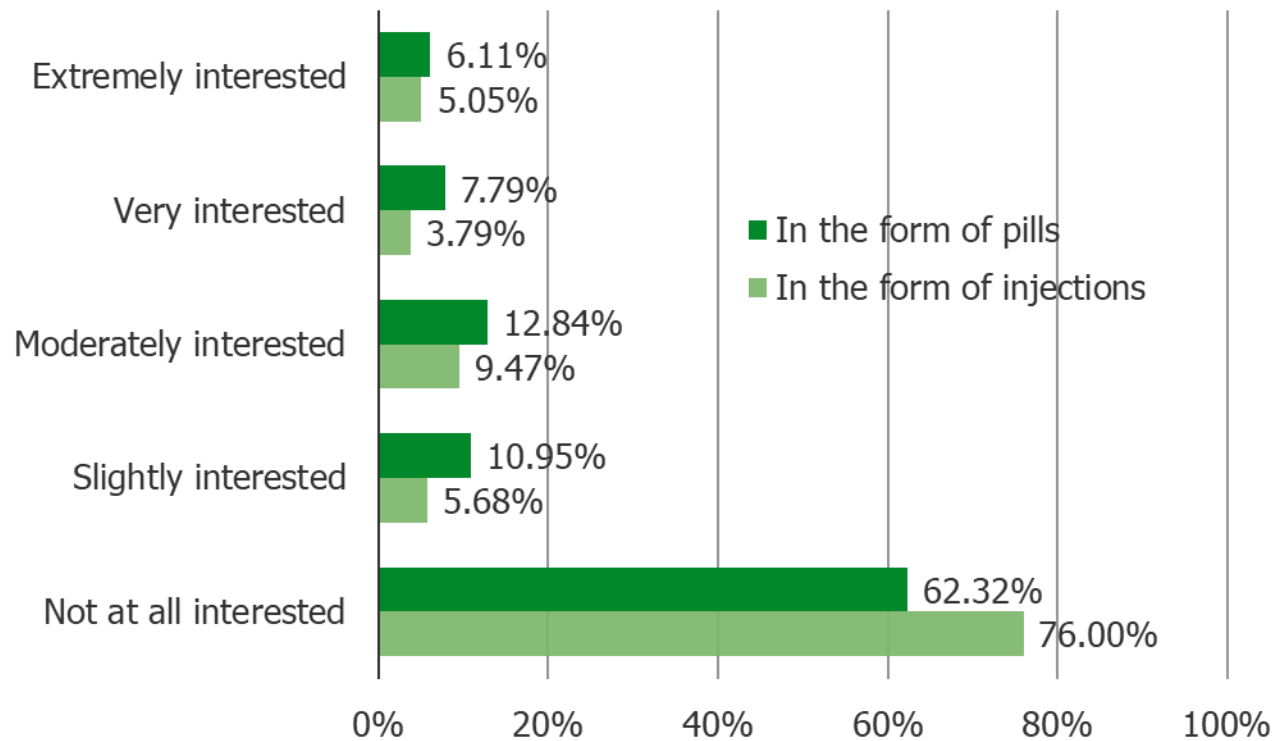


GLP-1 Meds Survey

GLP-1 medications, like Ozempic and Wegovy, are antidiabetic medications used to treat type 2 diabetes and are also used as an anti-obesity medication used for long-term weight management. The medication works by suppressing your appetite and managing your impulse to eat.

How much interest would you have in taking a medicine like this?

Posed to respondents who have not heard of GLP-1 medications (N = 475)



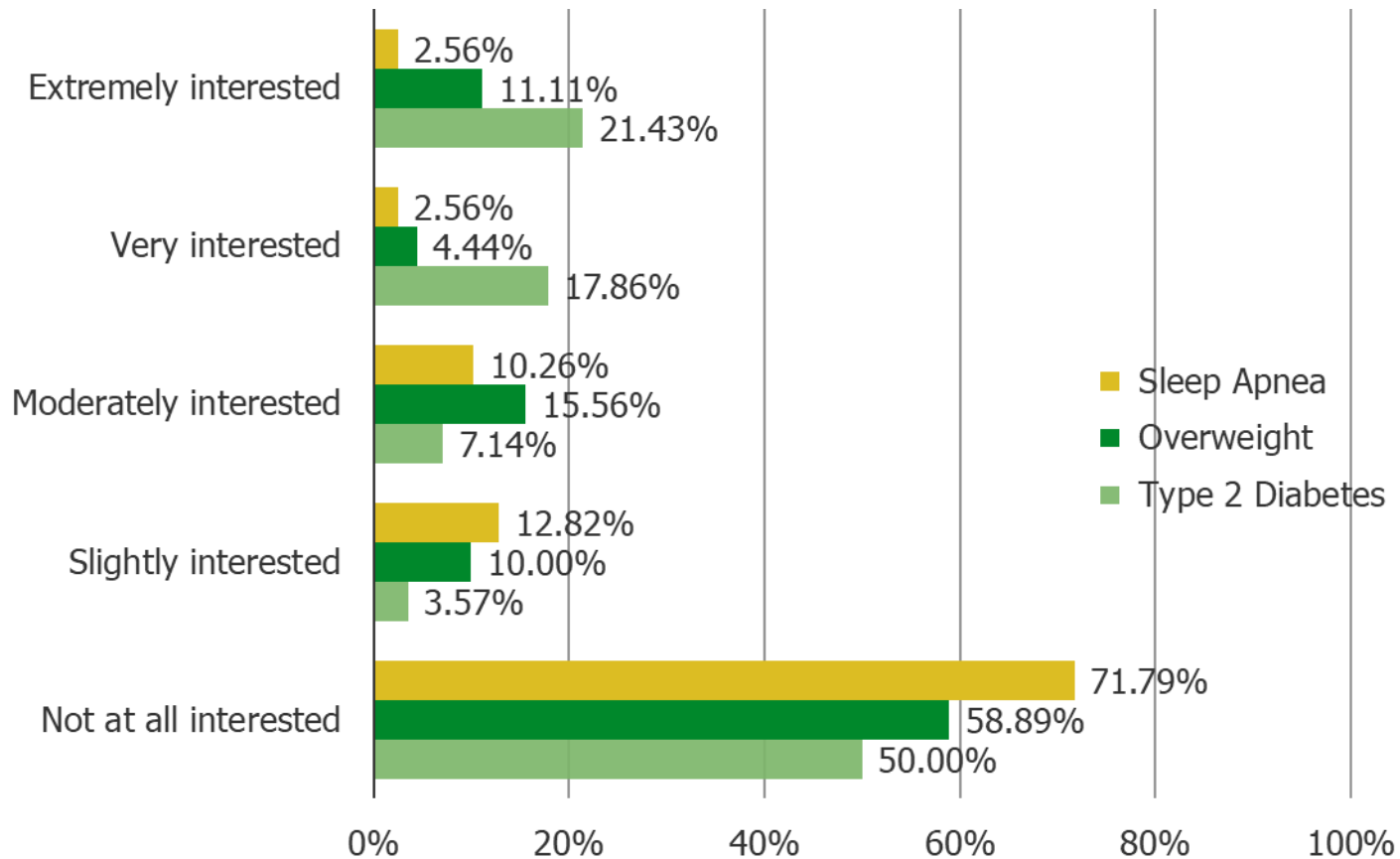
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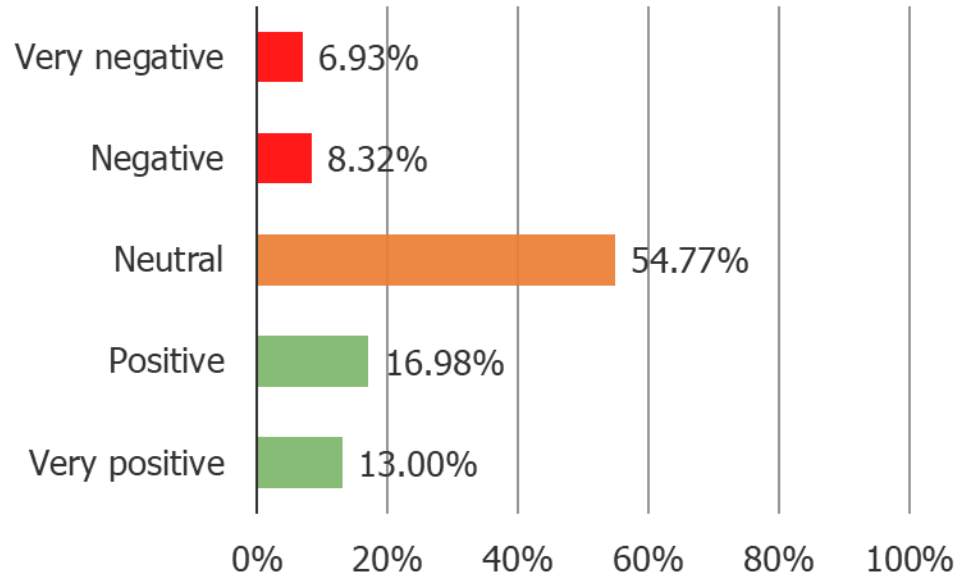
Cross-Tab Analysis: Respondents With The Following Conditions (Self-Reported)



GLP-1 Meds Survey

What is your opinion of GLP-1 medications, like Ozempic and Wegovy, and others like them?

Posed to respondents who have heard of GLP-1 medications (N = 577)



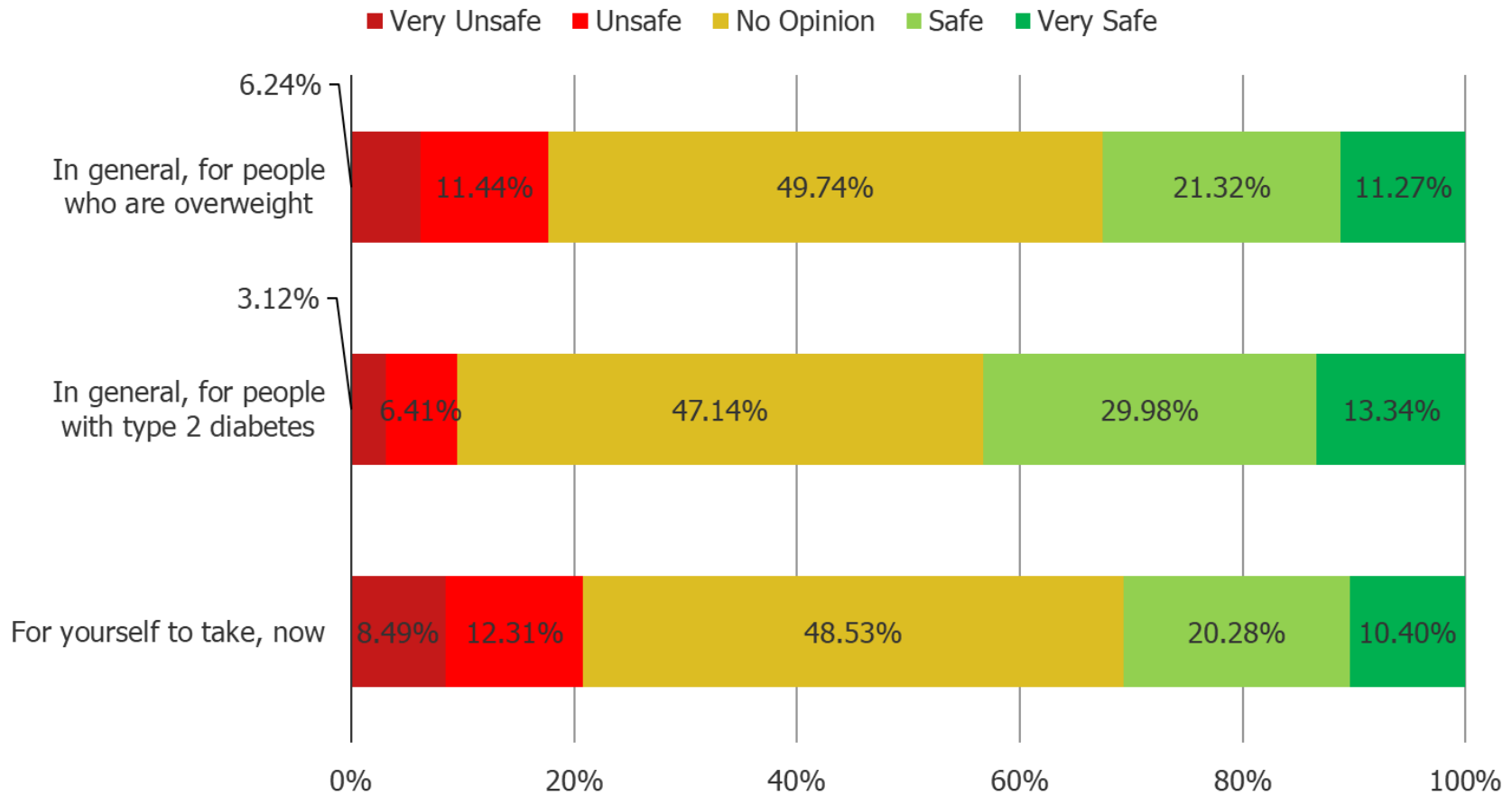
Optional Comments:



GLP-1 Meds Survey

From what you know about GLP-1 medications, like Ozempic and Wegovy, and others like them, are they safe to take?

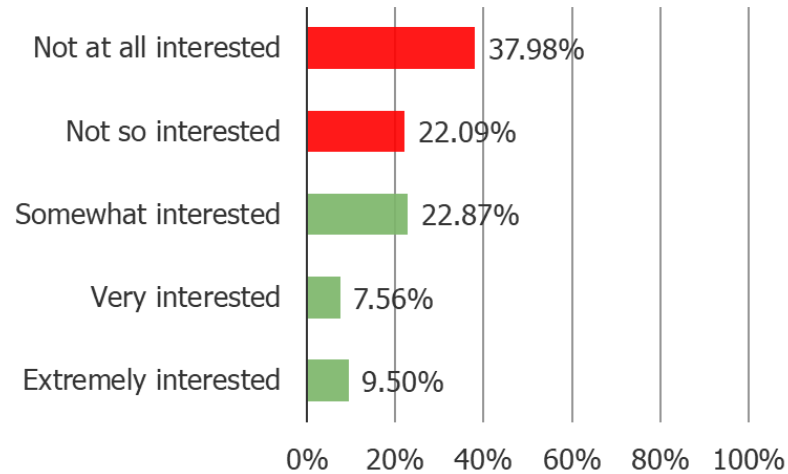
Posed to respondents who have heard of GLP-1 medications (N = 577)



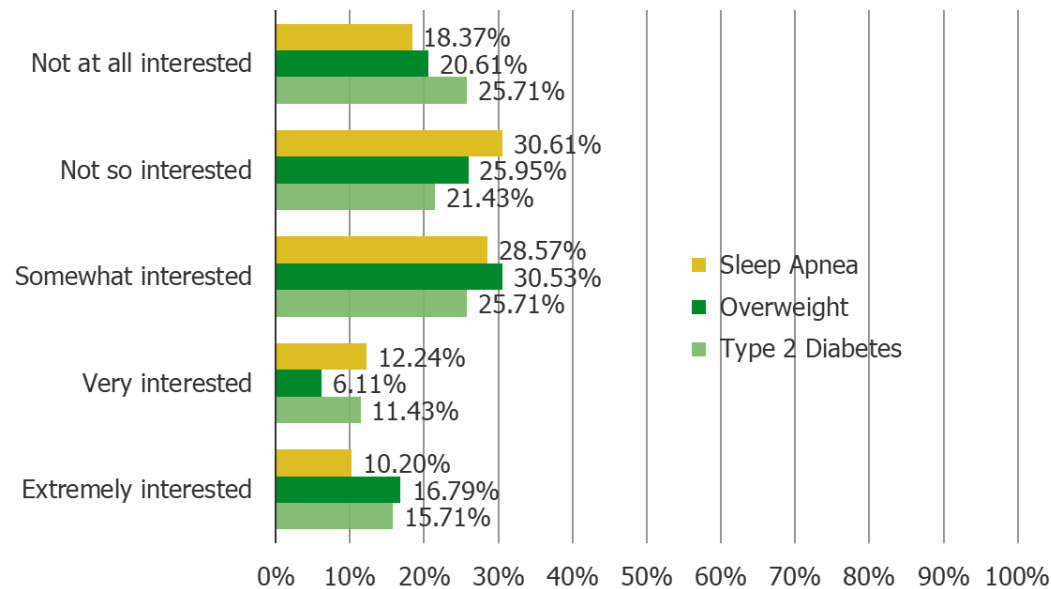
GLP-1 Meds Survey

How much interest do you have in taking GLP-1 medications like Ozempic and Wegovy, or others like them?

Posed to respondents who have heard of GLP-1 medications, but don't currently take them (N = 516)



Cross-Tab Analysis: Respondents With The Following Conditions (Self-Reported)



Comments from question on prior page – why interested/not interested...

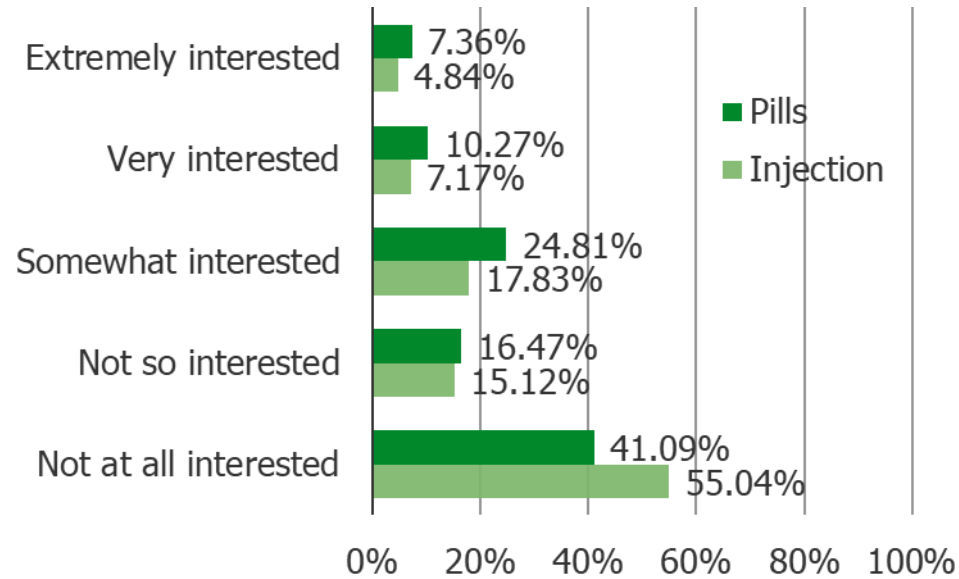
all have side effects that are harmful
Because I don't believe the answer to weight loss lies in a pill
Because I need something else that will work to control my sugar
Because the moment insurance stops paying for them, all the weight comes back, and often more than before.
Dangerous
Don't feel I need it
Don't know enough
don't need it
Don't need to
Don't really see i have a need for them unless my doctor was to suggest I take them
dont want or need
Generally, I do not think pills are the answer, except for serious diagnoses.
have other health issues to deal with first
I already take a similar drug
I am happy with my current regimen
I am in weight management and taking a different medication for weight lose. So far I have loss 40 lbs.
I am very underweight and no diabetic
I do not need any medications
I do not need them
I do not need to lose that kind of weight.
I don't know enough about them to say
I don't like medication
I don't have a need for it nor as my doctor suggested I take it
I don't know much about them
I don't need it
I don't need them
I don't need to
I don't need to lose weight.
I have heard good results, plus I have taken Ozempic but its too expensive.
I have MS and at ideal weight
I only would like to tone my body but my weight is fine
I prefer a lifestyle change approach to weight loss.
I take doctor-prescribed Glyburide; not interested in switching to others.
I take medication that makes me gain weight
I take Victoza
i take what my doctor wants me to take
I think losing weight via diet and exercise is very preferable
I try to use holistic approaches
I used no supplements for my weight loss

I would rather bust it on bike and calculate my calories. Healthier.
I'm not a diabetic
I'm not diabetic or overweight.
i'm not sure what they do
if my doctor recommends it
I'm exercising alot and not seeing results
I'm waiting to hear long term effects. This is not a behavioral change.
Interested but would not be able to due to side effects
It isn't worth the risk when I only need to lose about 20 pounds and have been seeing progress by my own natural efforts.
It's not a current need
I've experienced bad side effects, and the long term effects of these meds will damage many people.
Just don't want to add more medications to what I already take. But if my doc recommended it, I would be open to it.
Medication should only be suggested by a doctor, never by advertisement
My health is good now.
My Type 2 Diabetes is under control without medication
N/a
No need
not aware enough to make such a decision
Not needed
Not safe
Not sure
Not sure if I can take them with blood pressure medicine
safety
side affects
Side effects aren't worth risking
So I can see if it will help my health
Sounds interesting
The down the road dangers
They are not for weight loss.
They should be left to diabetics
To lower blood sugar levels
To many side effects
Too many unsafe side events
Unless health doctor prescribed
Unnecessary medicine
Unsure of the safety or side effects or long term effects of them.
Want to lose weight.
Weight lose needs to be done naturally and slowly to keep it off
Would if doctor suggestedwas beneficial and safe

GLP-1 Meds Survey

Please describe your interest in taking GLP-1 medications like Ozempic and Wegovy, or others like them, if they are taken via...

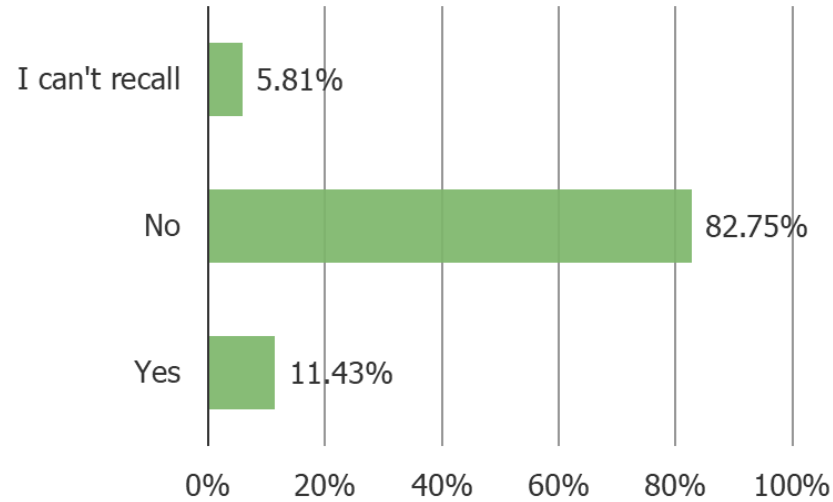
Posed to respondents who have heard of GLP-1 medications, but don't currently take them (N = 516)



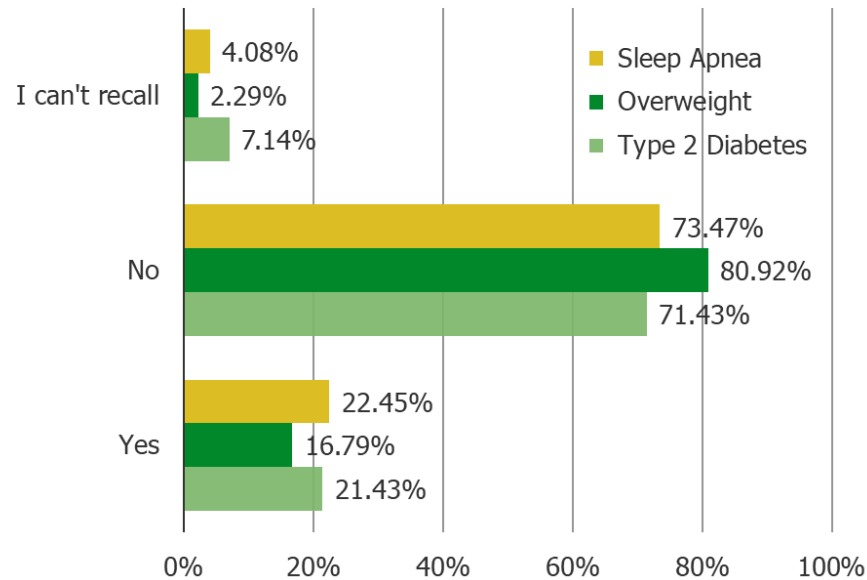
GLP-1 Meds Survey

Has a doctor ever discussed GLP-1 medications like Ozempic or Wegovy, or others like it, with you?

Posed to respondents who have heard of GLP-1 medications, but don't currently take them (N = 516)



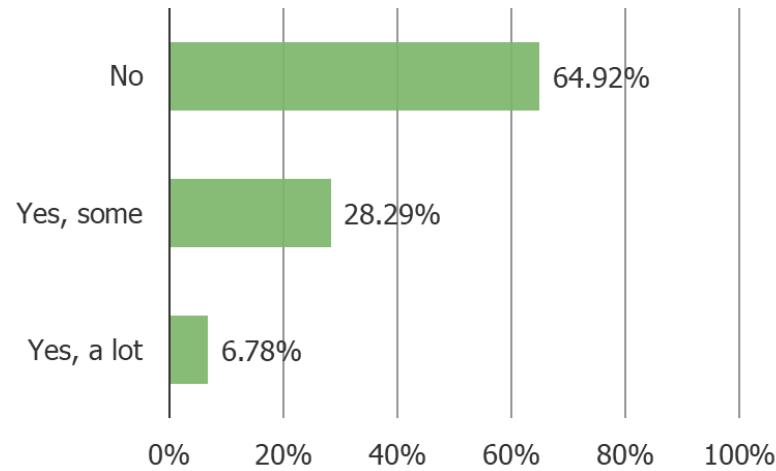
Cross-Tab Analysis: Respondents With The Following Conditions (Self-Reported)



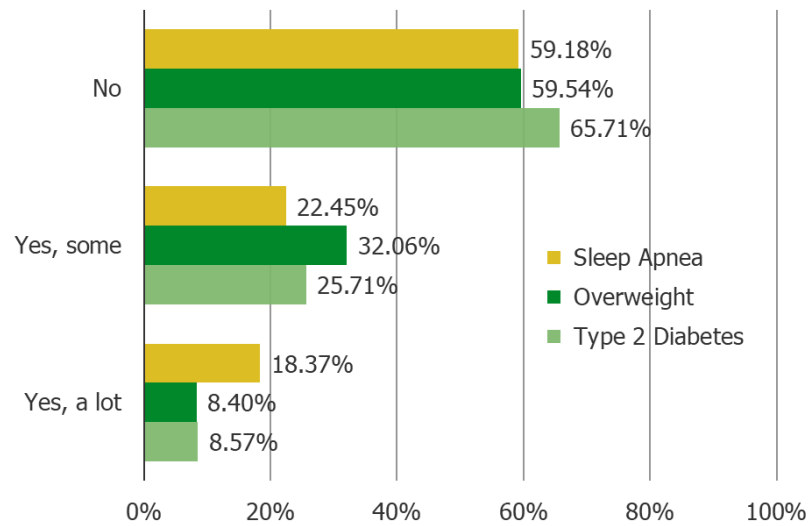
GLP-1 Meds Survey

Have you done any research on your own into GLP-1 medications like Ozempic and Wegovy, or others like them?

Posed to respondents who have heard of GLP-1 medications, but don't currently take them (N = 516)



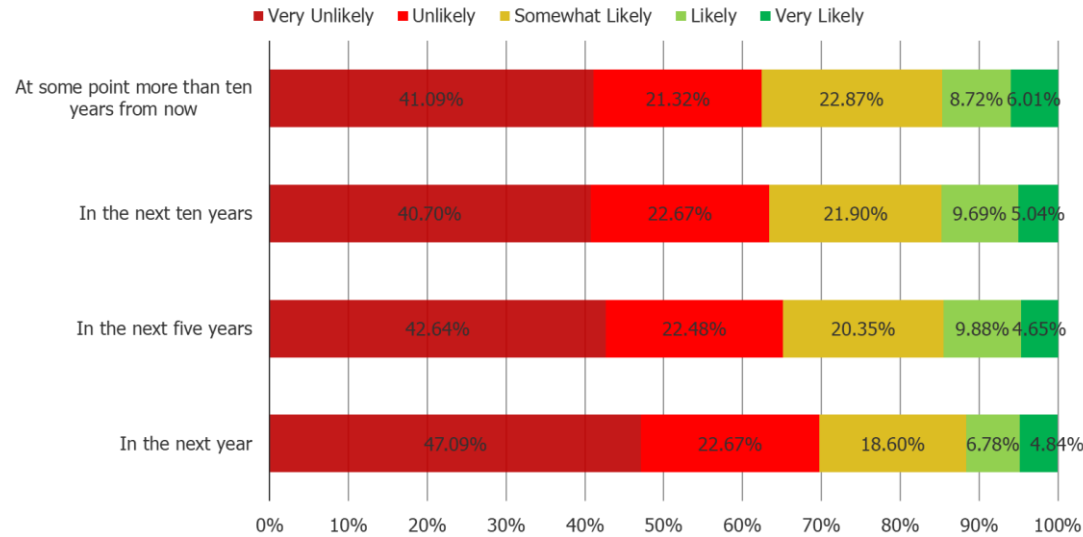
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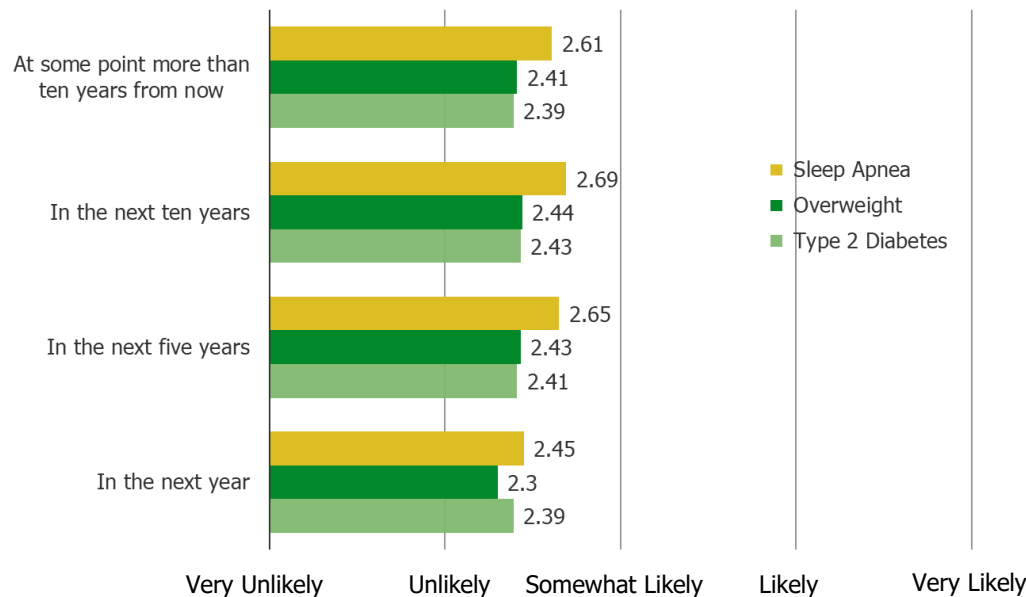
GLP-1 Meds Survey

How likely do you think it is that you will take GLP-1 medications like Ozempic or Wegovy, or others like them, in the future?

Posed to respondents who have heard of GLP-1 medications, but don't currently take them (N = 516)



Cross-Tab Analysis: Respondents With The Following Conditions (Self-Reported)



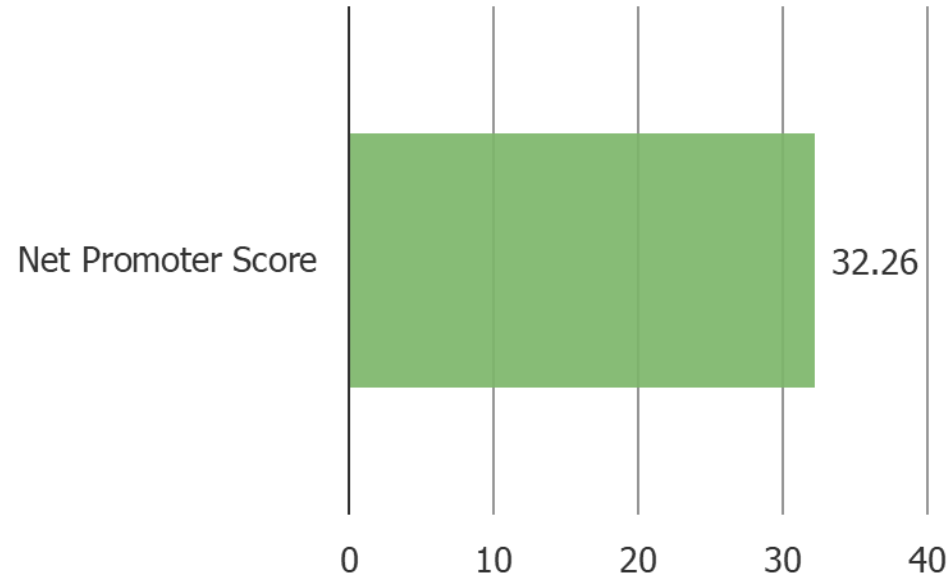
GLP-1 Meds Survey

Feedback from those taking GLP-1s

GLP-1 Meds Survey

NPS Score

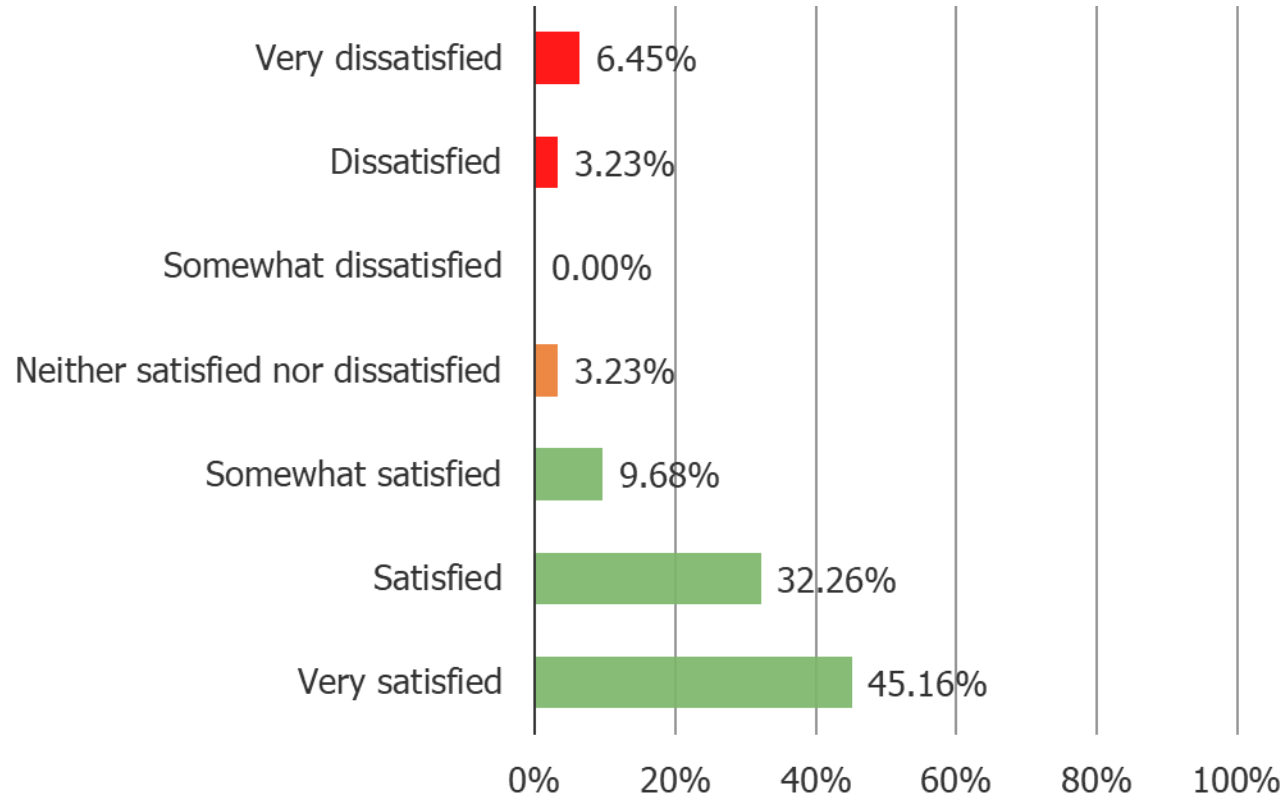
Posed to respondents currently taking GLP-1 meds via injection (N = 31)



GLP-1 Meds Survey

How satisfied are you with your experience in taking GLP-1 medications like Ozempic and Wegovy, or others like it?

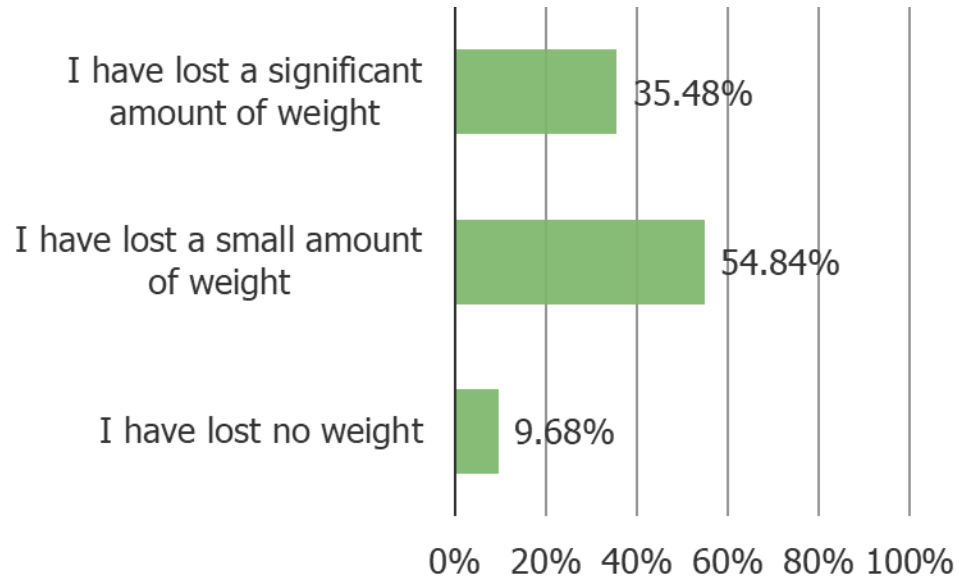
Posed to respondents currently taking GLP-1 meds via injection (N = 31)



GLP-1 Meds Survey

Have you lost weight since starting to take GLP-1 medications like Ozempic and Wegovy, or others like them?

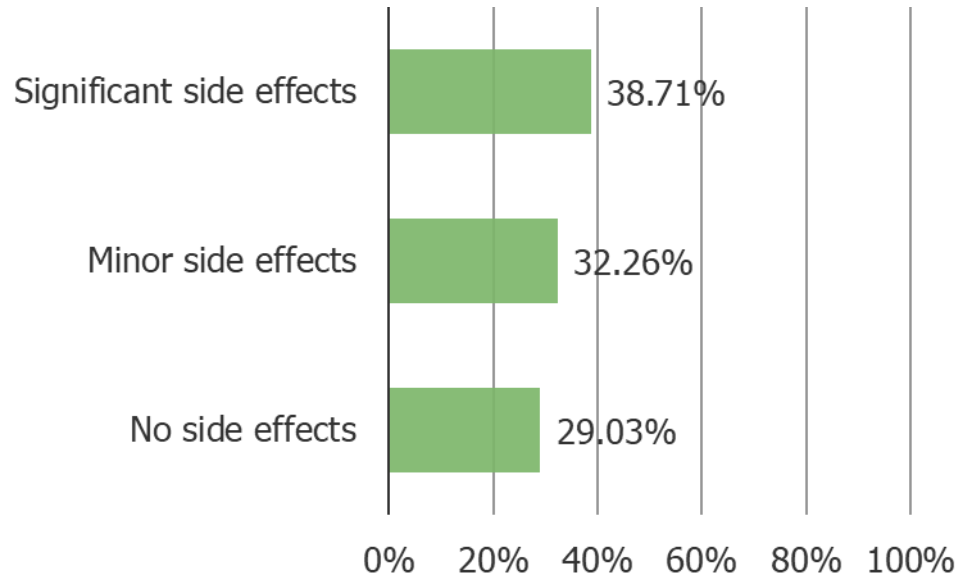
Posed to respondents currently taking GLP-1 meds via injection (N = 31)



GLP-1 Meds Survey

Have you been experiencing any side effects from taking GLP-1 medications like Ozempic and Wegovy, or others like them?

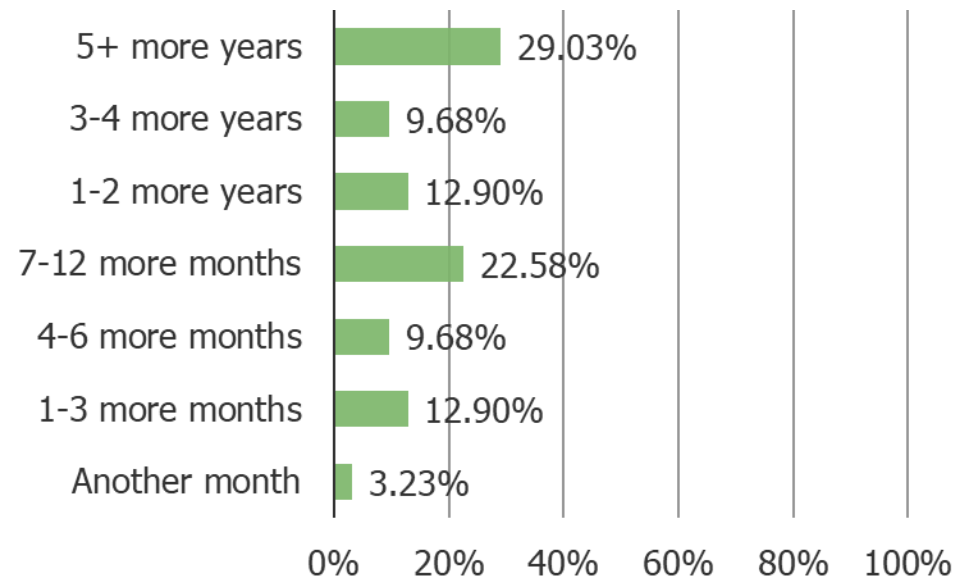
Posed to respondents currently taking GLP-1 meds via injection (N = 31)



GLP-1 Meds Survey

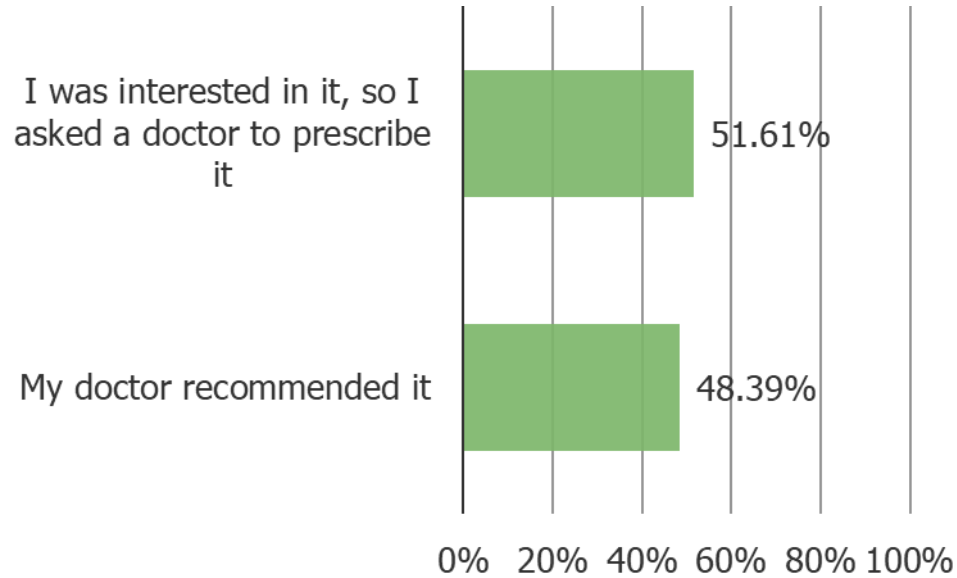
For how much longer do you intend to take GLP-1 medications like Ozempic and Wegovy, or others like them?

Posed to respondents currently taking GLP-1 meds via injection (N = 31)



How did you come to first start taking GLP-1 medications, like Ozempic and Wegovy?

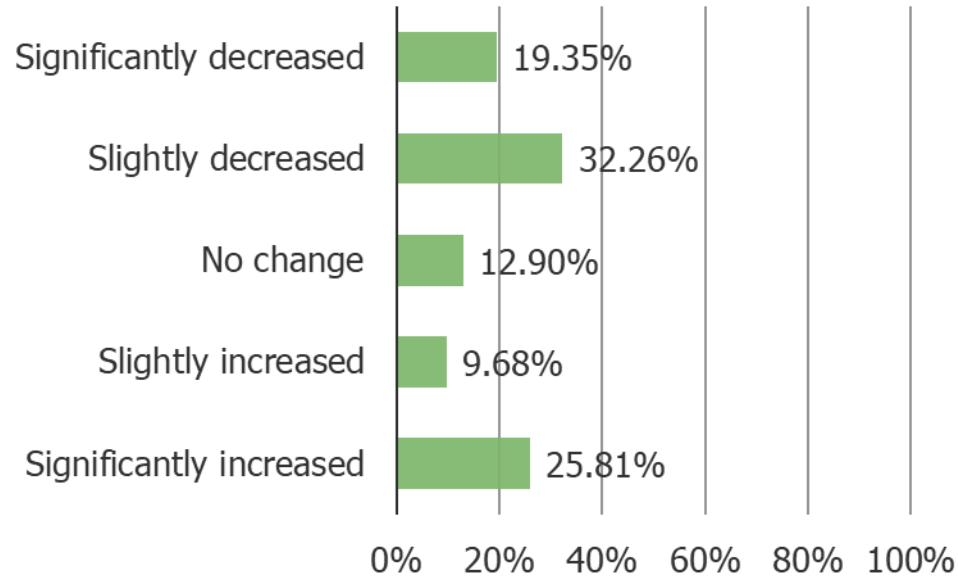
Posed to respondents currently taking GLP-1 meds via injection (N = 31)



GLP-1 Meds Survey

Since you started taking GLP-1 medications like Ozempic or Wegovy, or others like it, how has your calorie consumption changed?

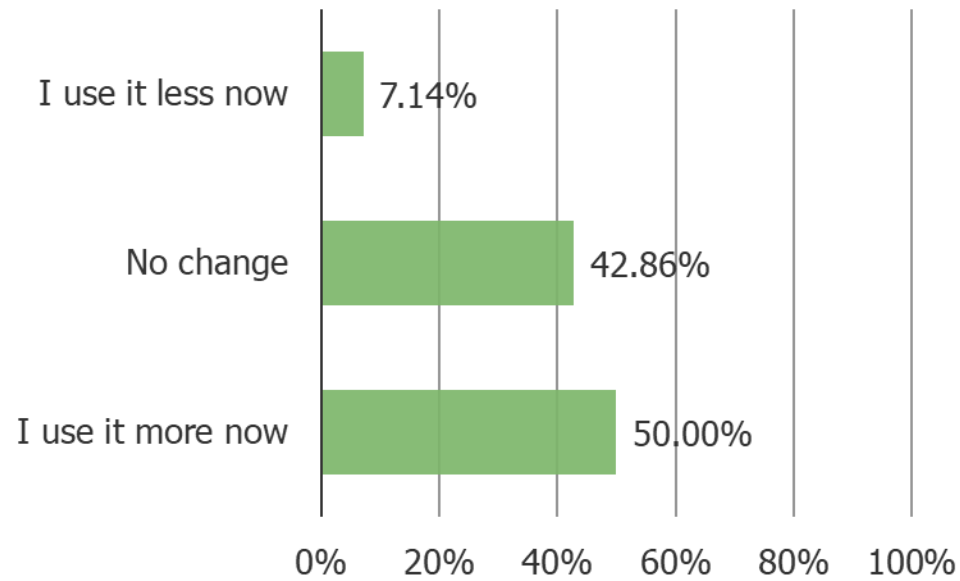
Posed to respondents currently taking GLP-1 meds via injection (N = 31)



GLP-1 Meds Survey

You mentioned that you use a glucose monitoring device at home. Has your usage of that device changed since you started taking GLP-1 medications like Ozempic or Wegovy, or others like it?

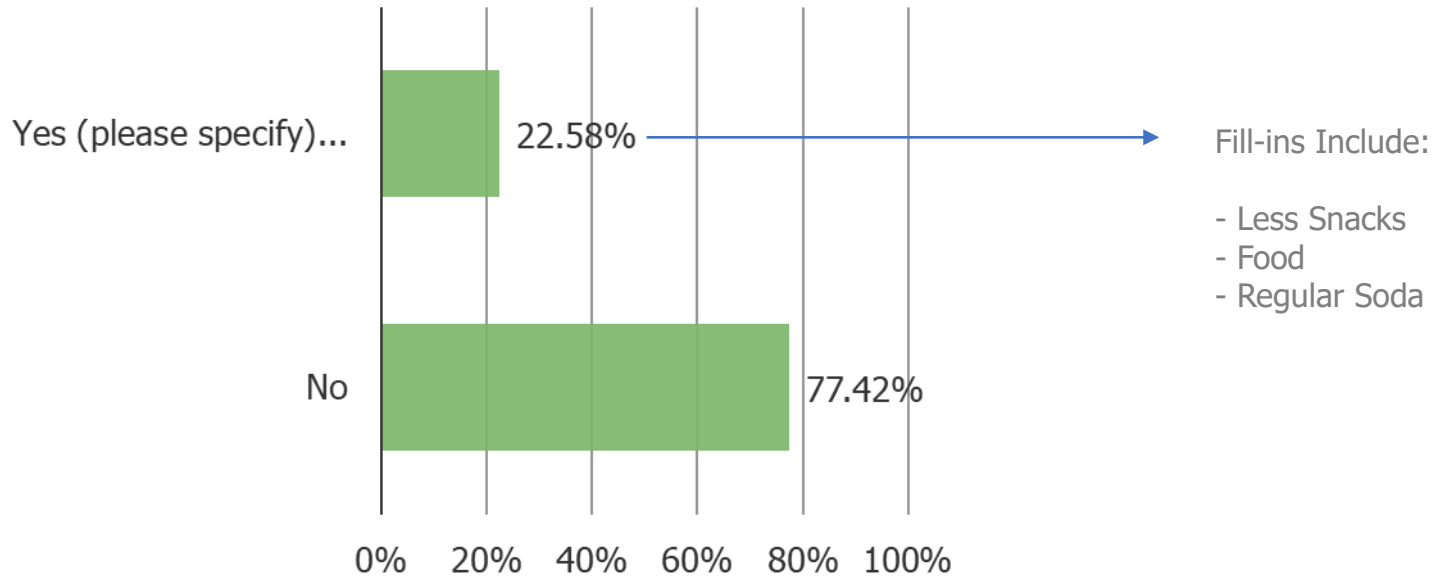
Posed to respondents currently taking GLP-1 meds via injection AND user a CGM at home (N = 14)



GLP-1 Meds Survey

Have you decreased your spending on anything as a result of you taking GLP-1 medications like Ozempic and Wegovy, or others like it?

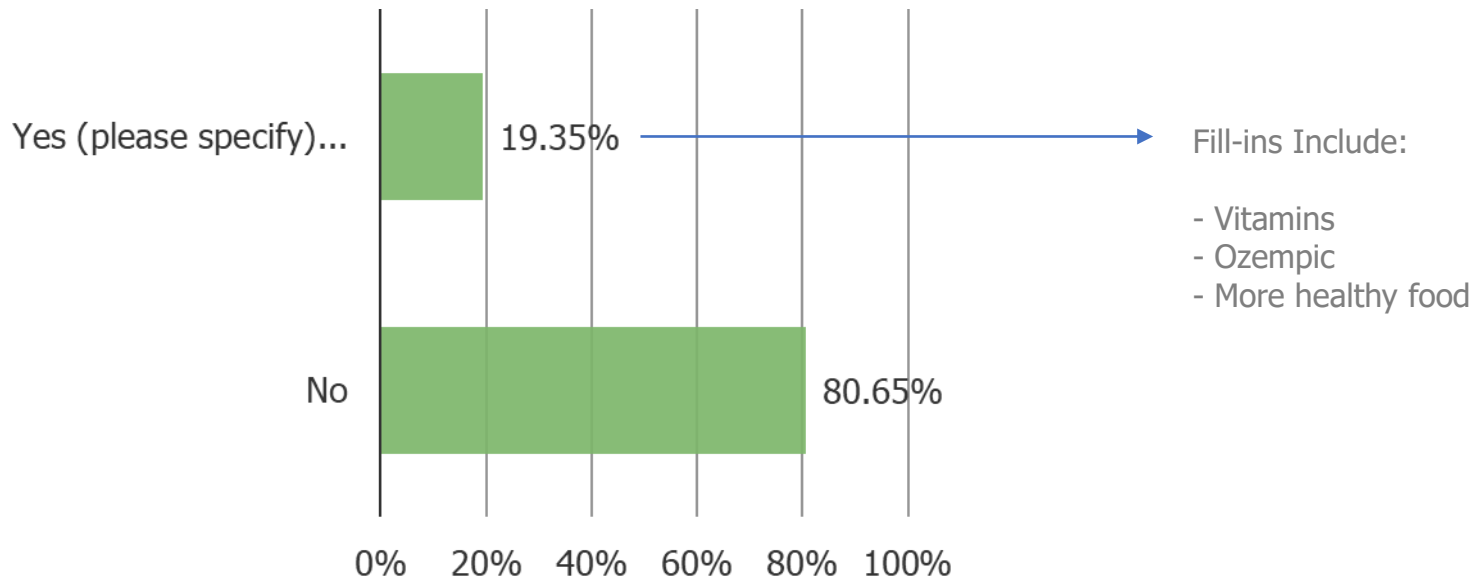
Posed to respondents currently taking GLP-1 meds via injection (N = 31)



GLP-1 Meds Survey

Have you increased your spending on anything as a result of you taking GLP-1 medications like Ozempic and Wegovy, or others like it?

Posed to respondents currently taking GLP-1 meds via injection (N = 31)



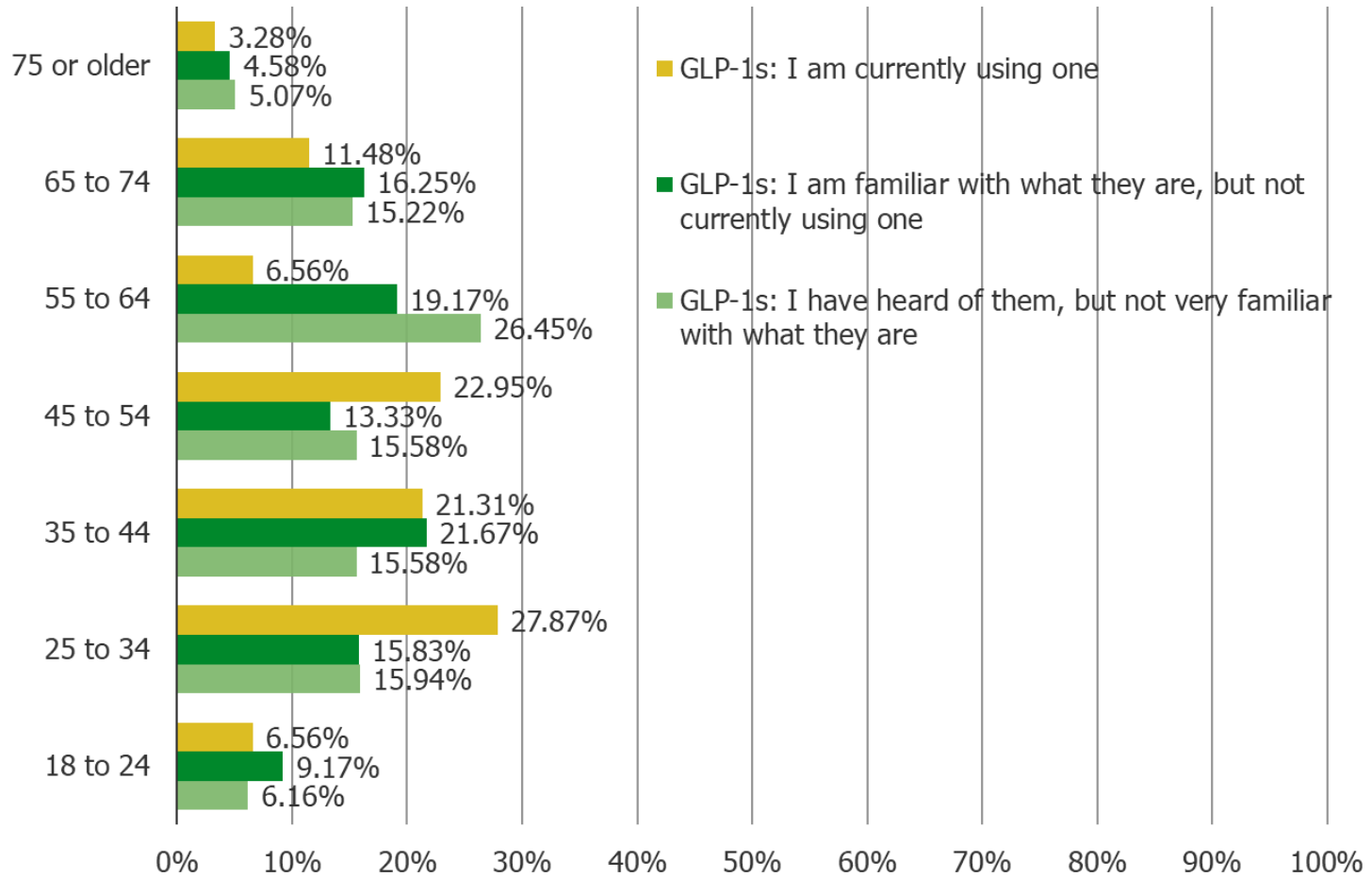
GLP-1 Meds Survey

Demographics and Cohort Data

GLP-1 Meds Survey

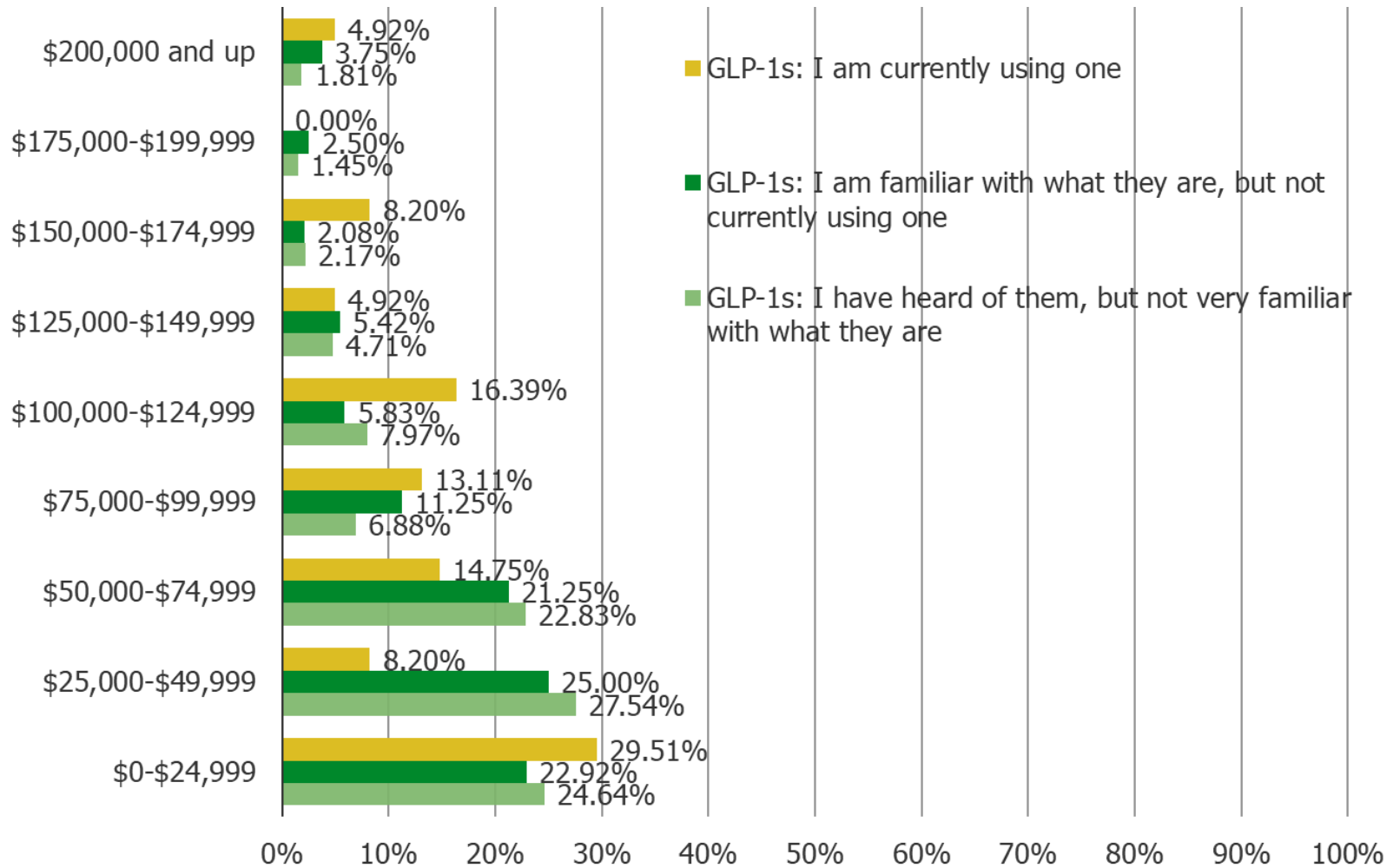
What is your age?

Respondents who have at least heard of GLP-1s, cross-tabbed by their experience with GLPs



What is your approximate average household income?

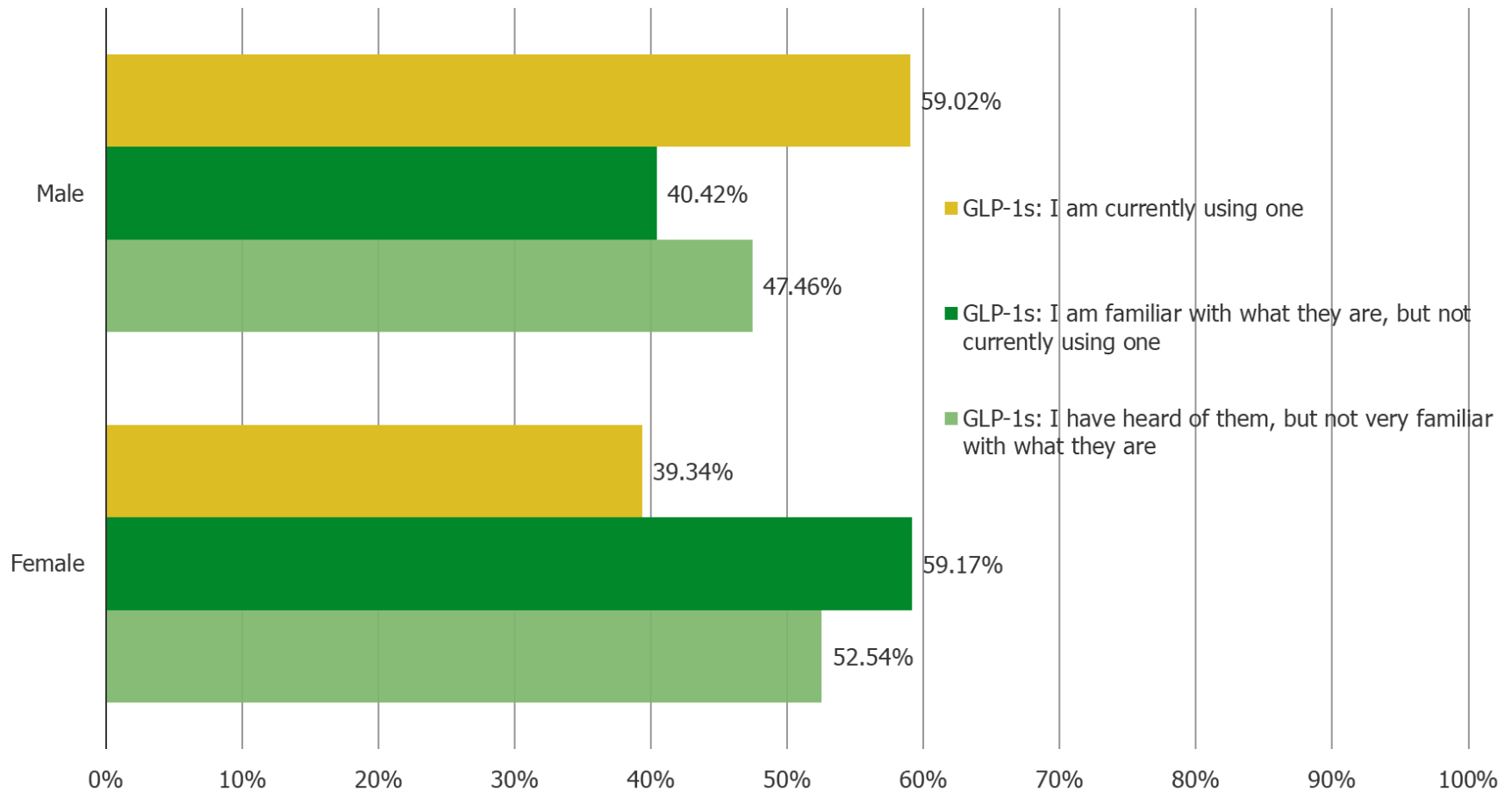
Respondents who have at least heard of GLP-1s, cross-tabbed by their experience with GLPs



GLP-1 Meds Survey

What is your gender?

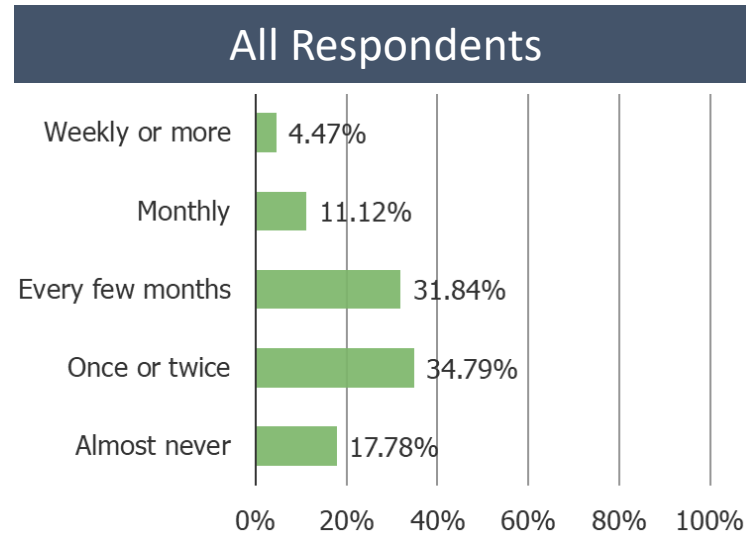
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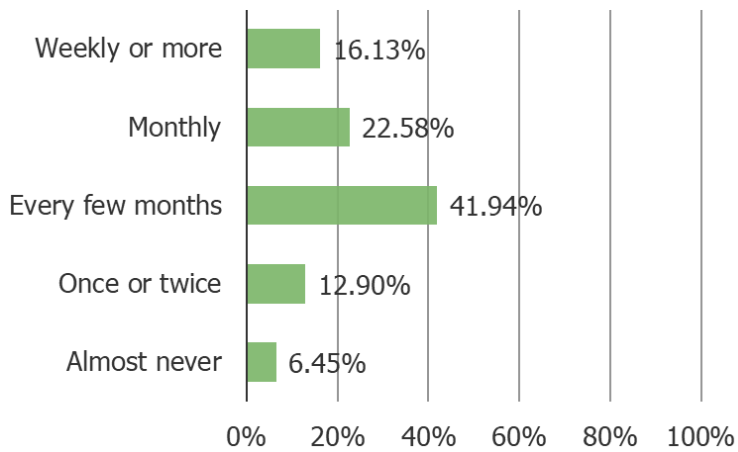
GLP-1 Meds Survey

In the past year, how often have you visited the doctor (any kind of doctor)?

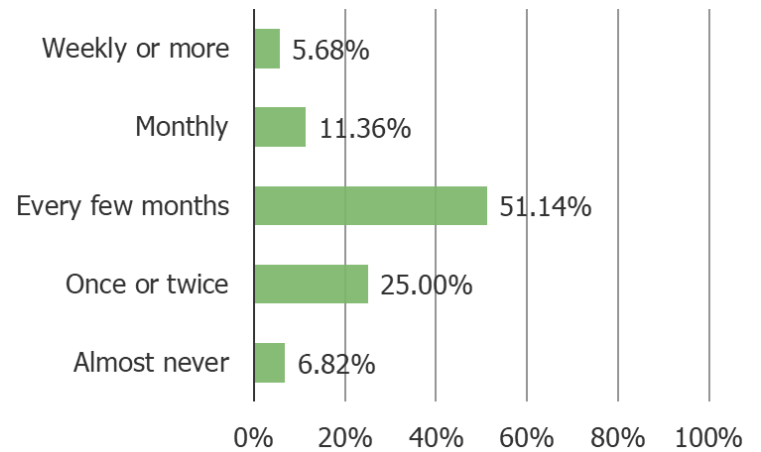
Posed to all respondents.



Taking GLP-1s (N = 31)



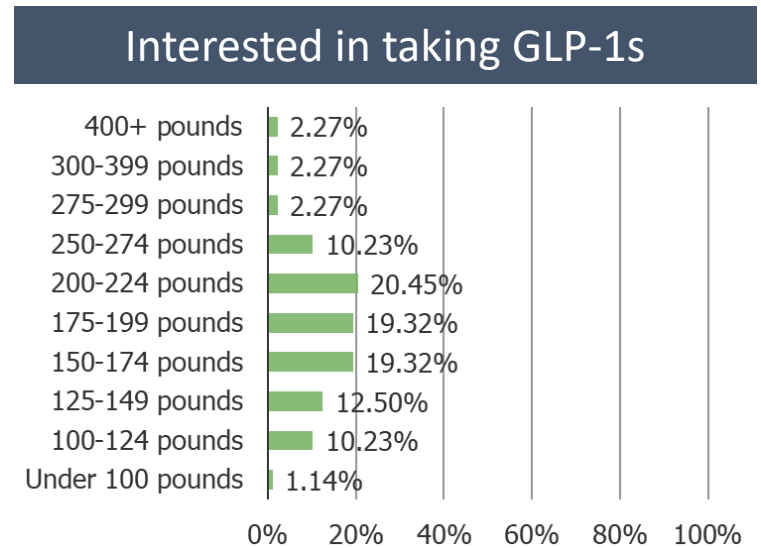
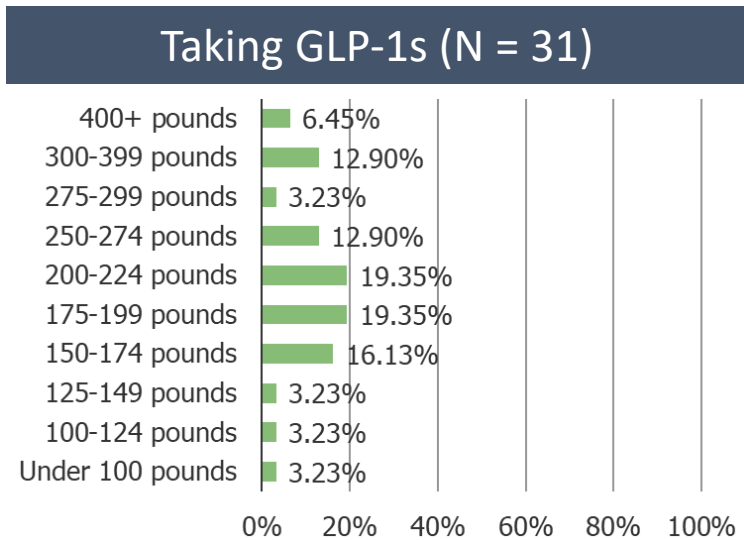
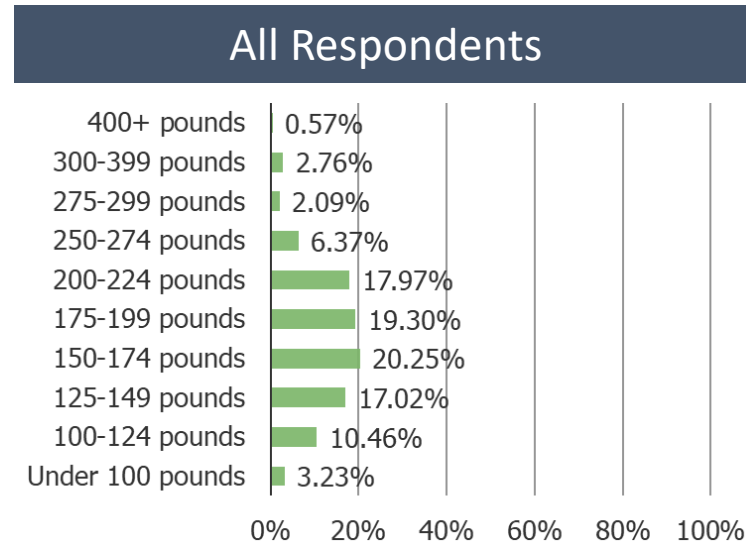
Interested in taking GLP-1s



GLP-1 Meds Survey

Approximately how much do you weigh?

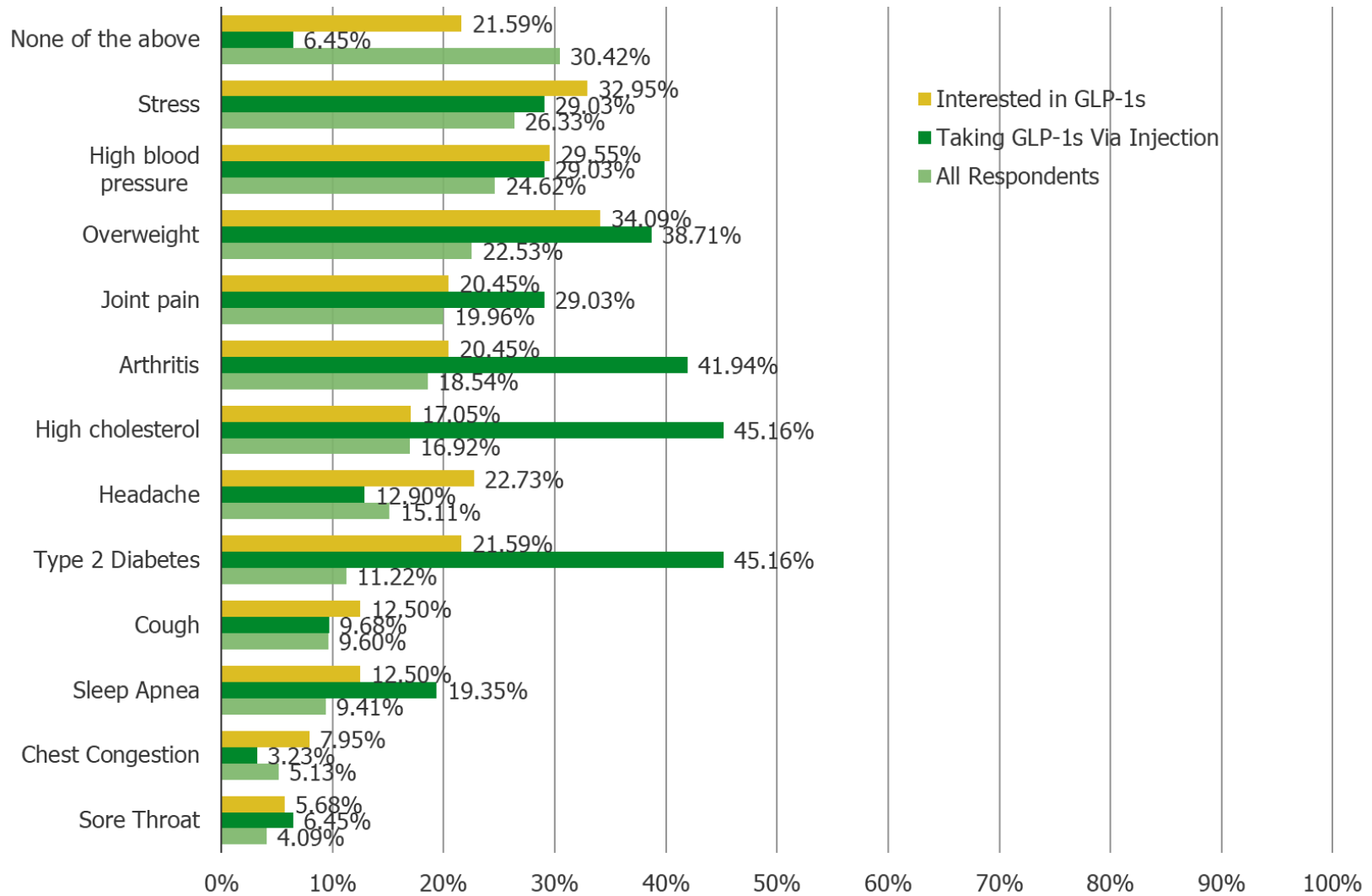
Posed to all respondents. (N=1,000)



GLP-1 Meds Survey

Do any of the following describe conditions you have at the moment? Select ALL that apply

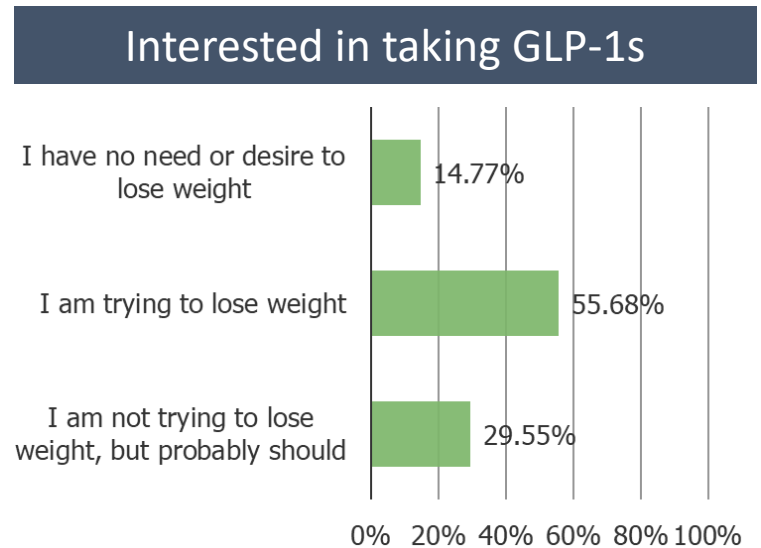
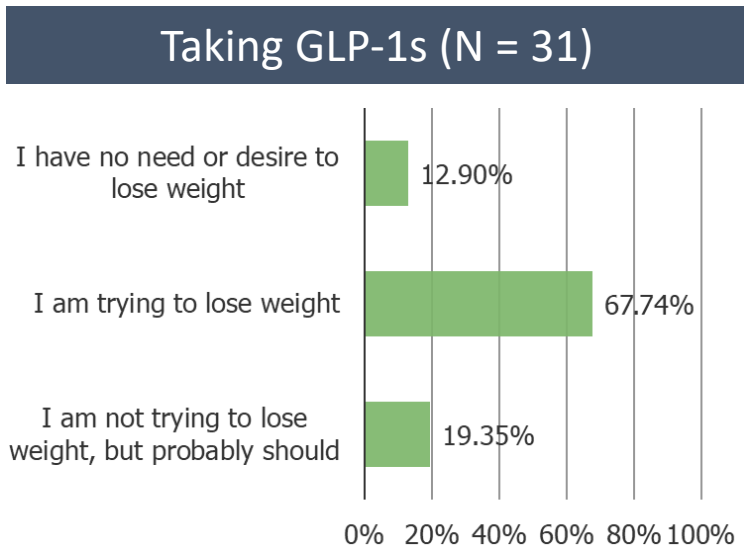
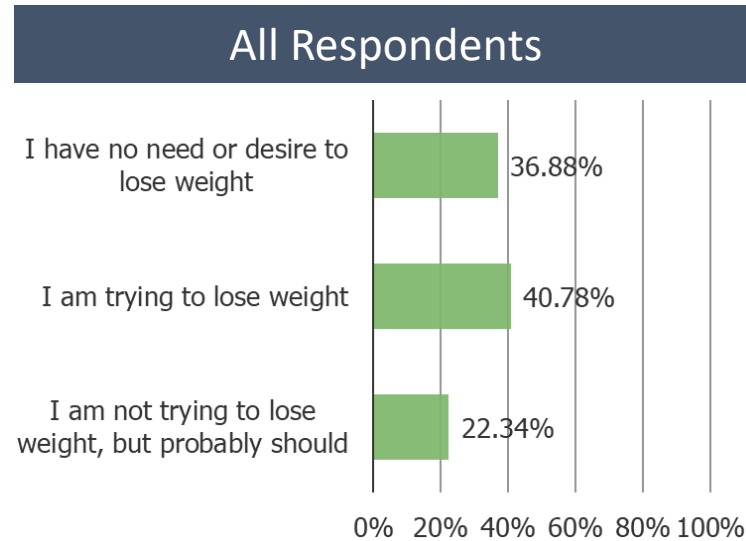
Posed to all respondents (cross-tabs in chart)



GLP-1 Meds Survey

Which of the following describes you...

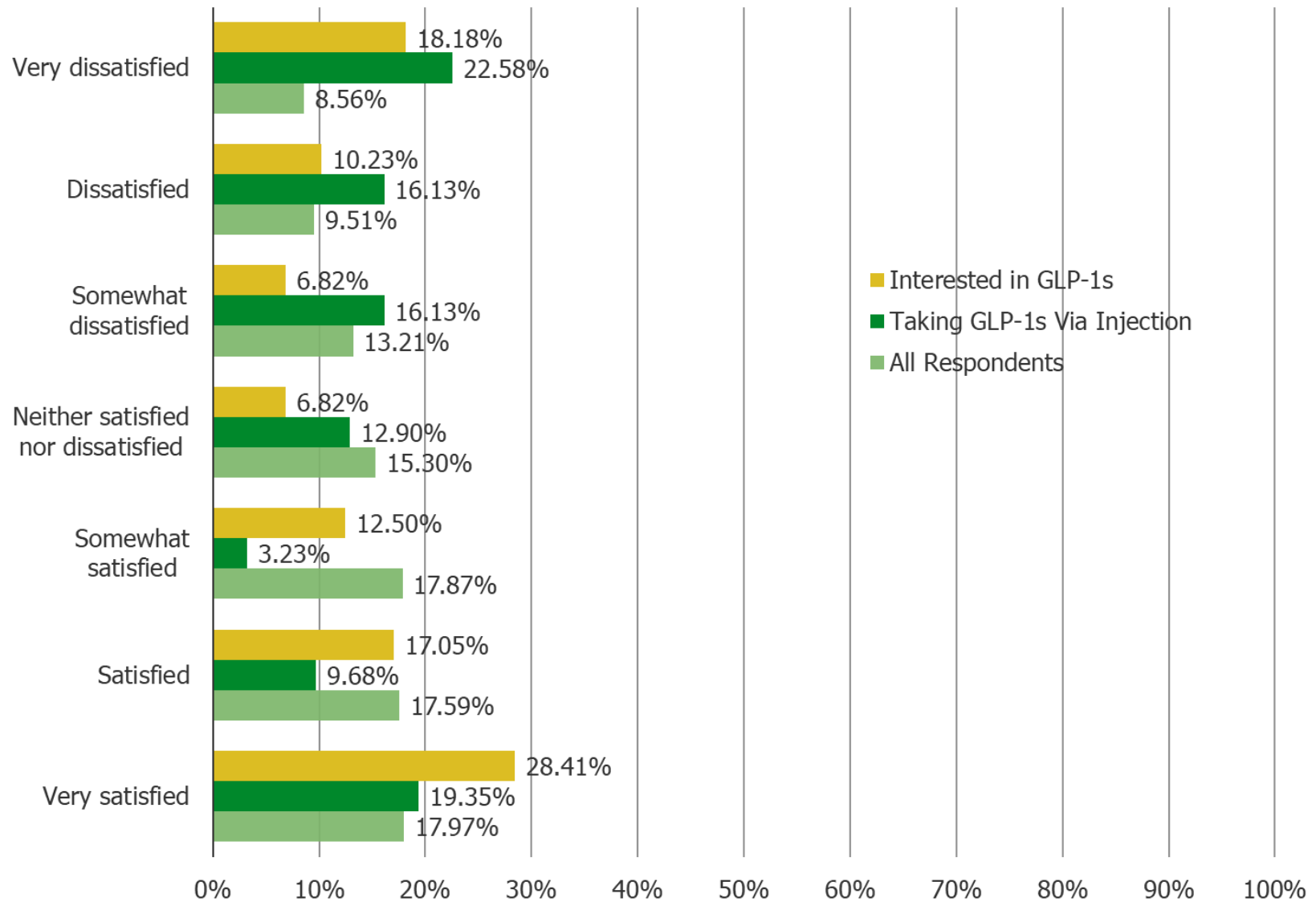
Posed to all respondents. (N=1,000)



GLP-1 Meds Survey

How satisfied are you with your current weight?

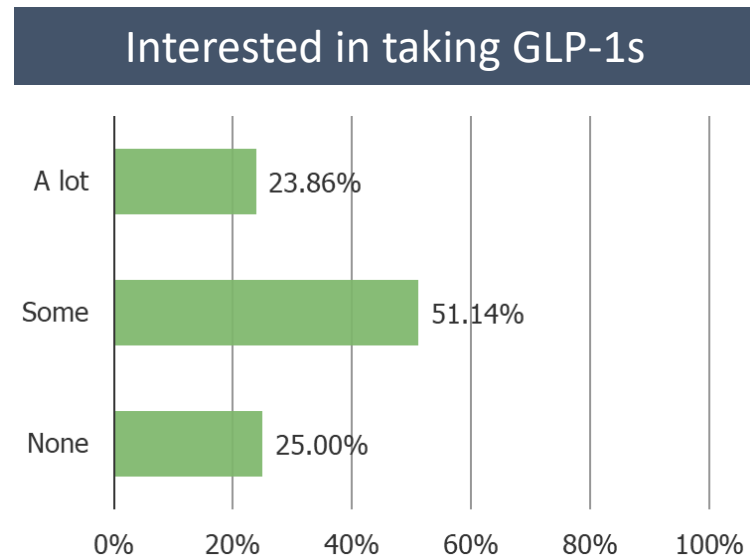
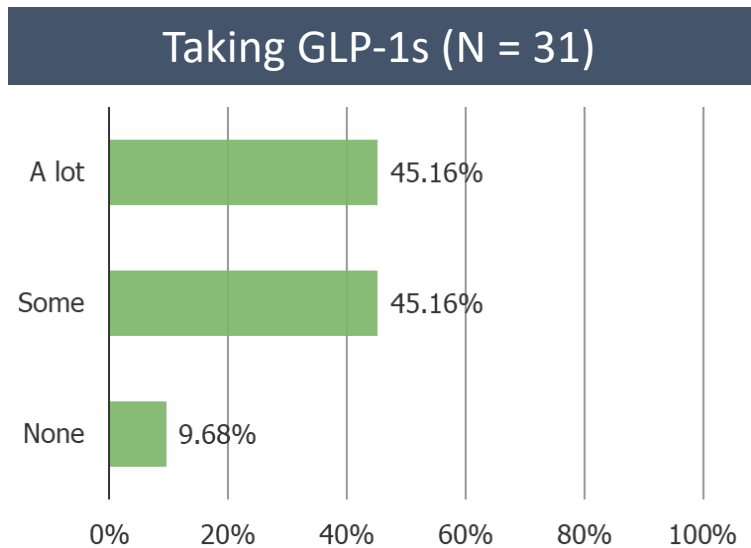
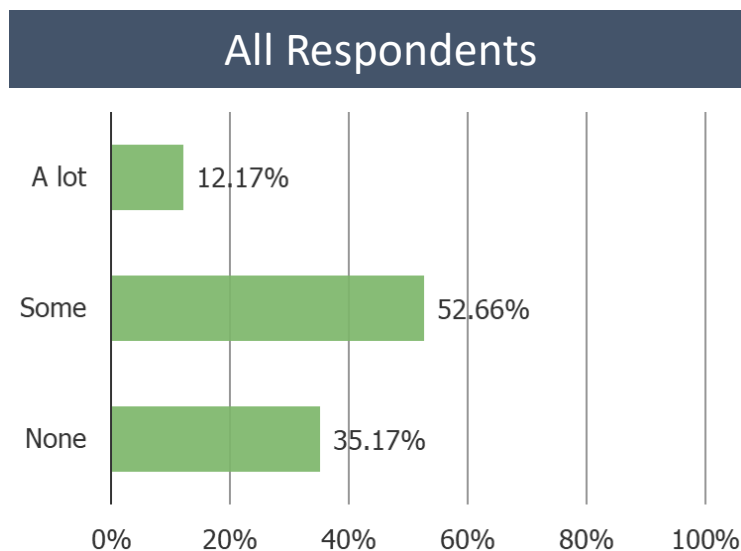
Posed to all respondents. (N=1,000)



GLP-1 Meds Survey

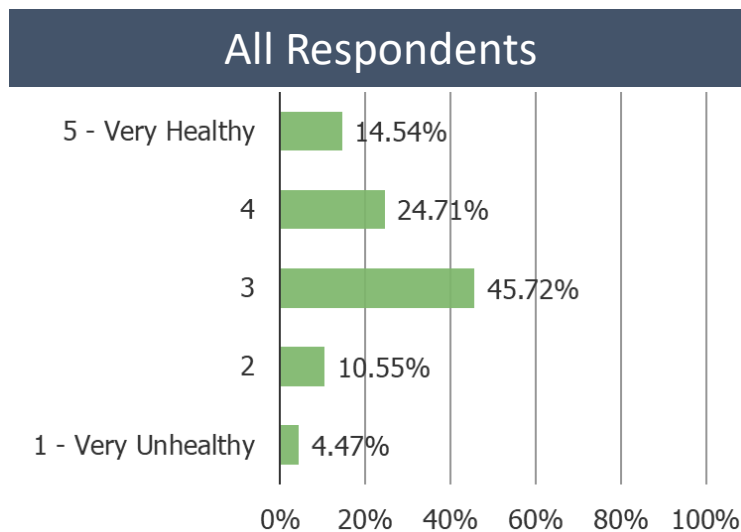
Are there any types of behaviors you would like to have better impulse control over in your life?

Posed to all respondents. (N=1,000)

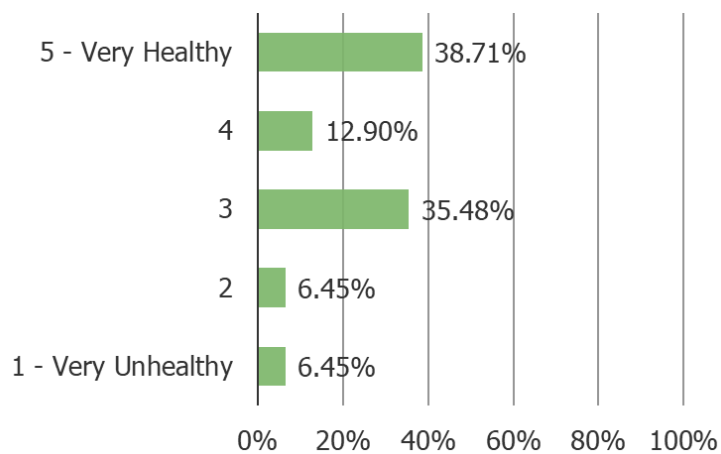


How healthy would you say your diet is overall?

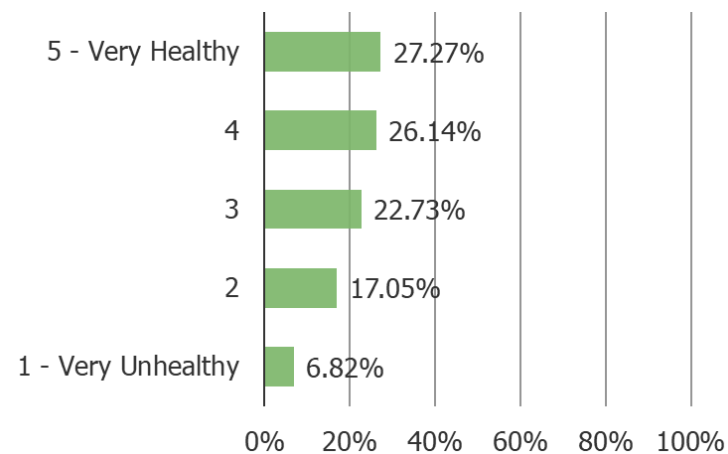
Posed to all respondents. (N=1,000)



Taking GLP-1s (N = 31)



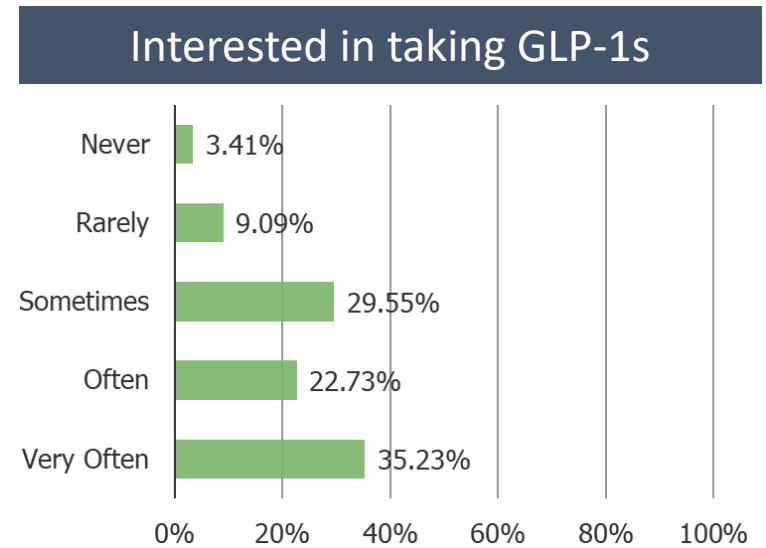
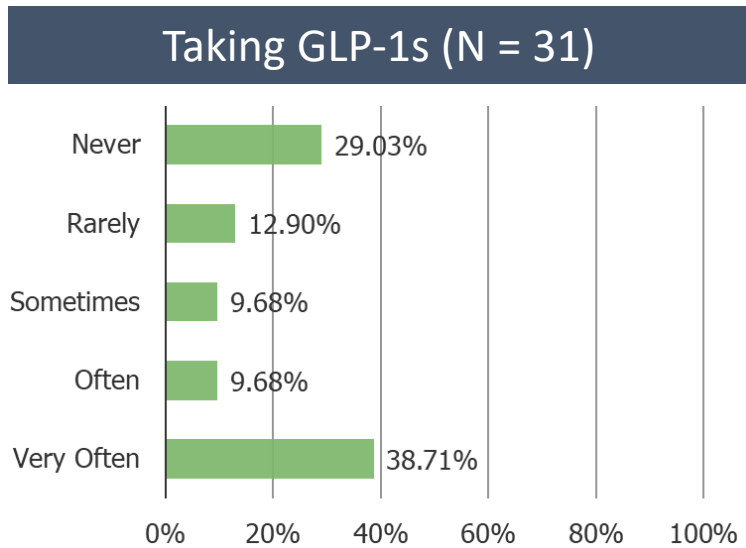
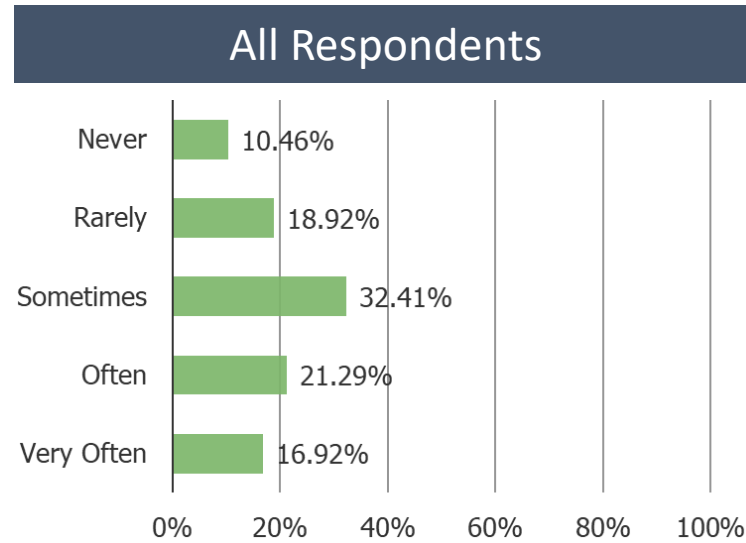
Interested in taking GLP-1s



GLP-1 Meds Survey

How often do you exercise?

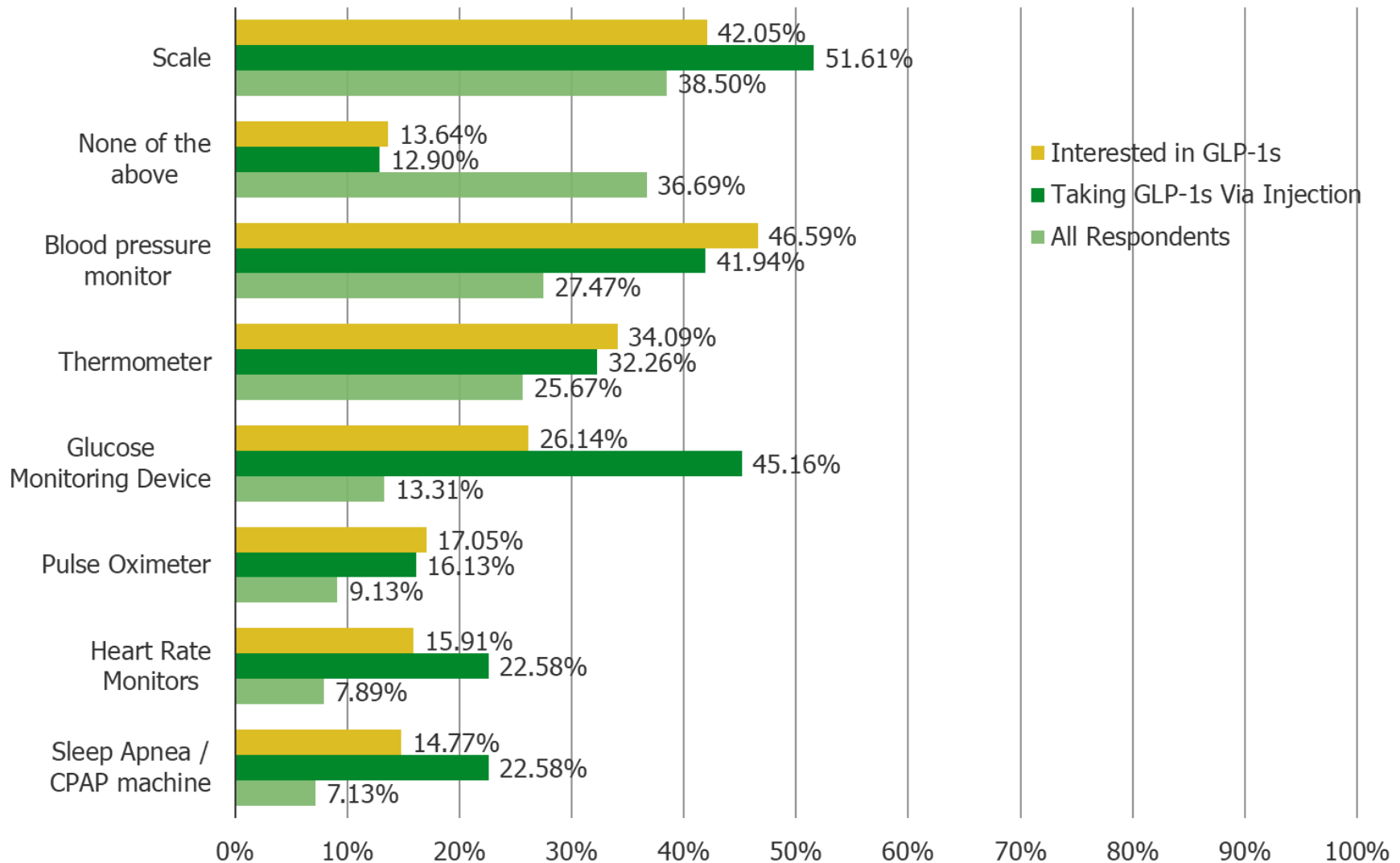
Posed to all respondents. (N=1,000)



GLP-1 Meds Survey

Do you currently use any of the following at home? Select ALL that apply

Posed to all respondents. (N=1,000)



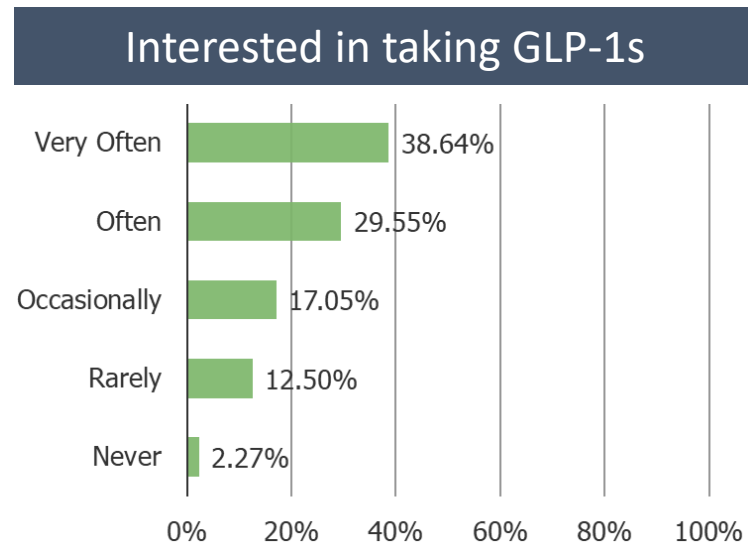
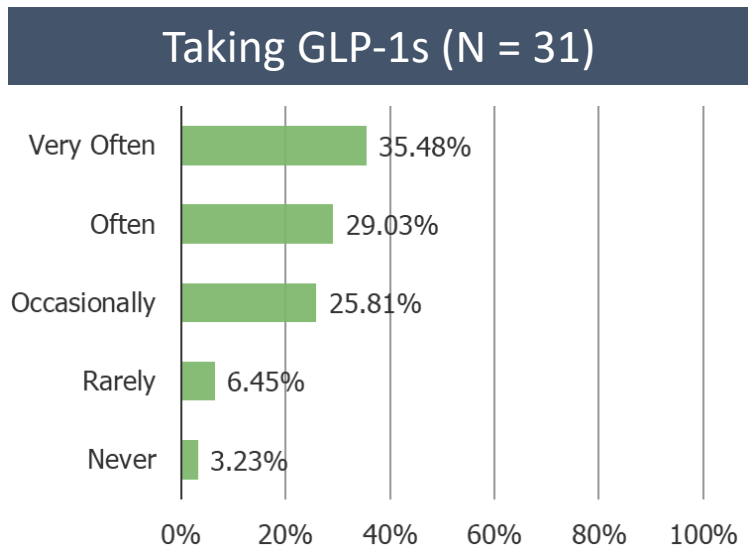
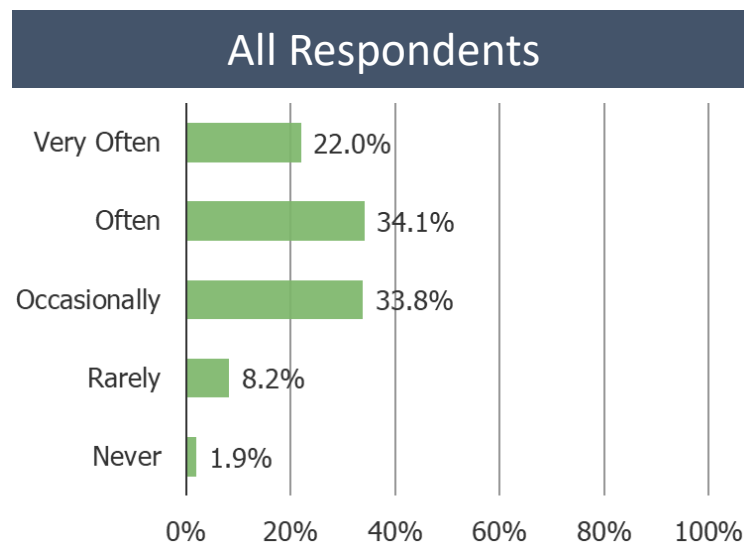
GLP-1 Meds Survey

Consumer Spending, Cut By GLP-1 Usage/Interest

GLP-1 Meds Survey

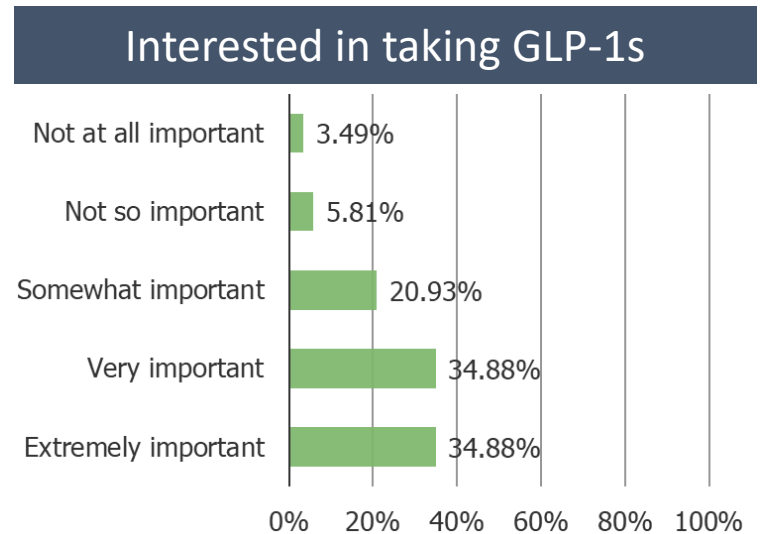
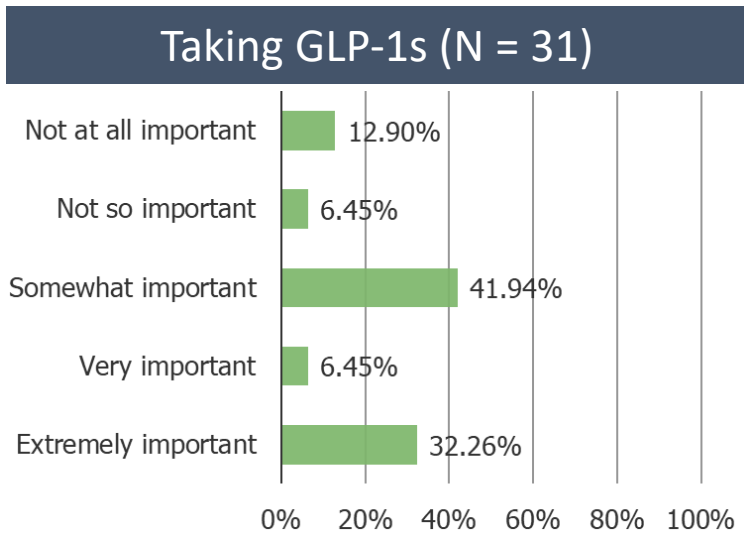
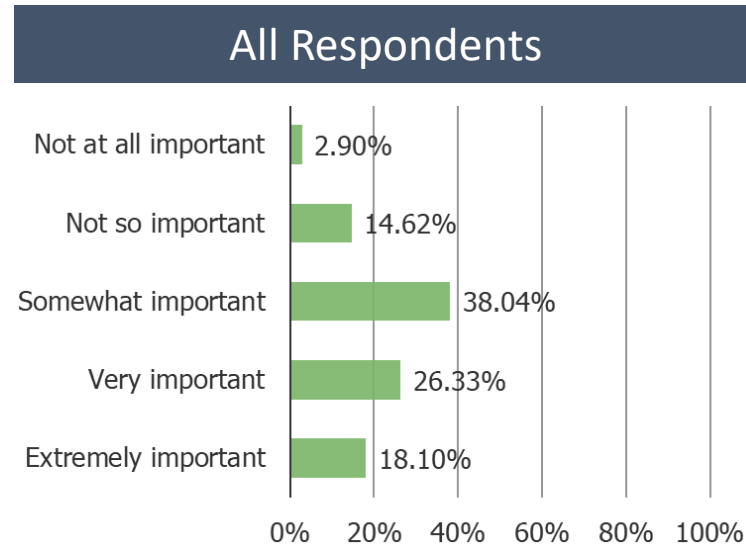
How often do you eat snack foods?

Posed to all respondents. (N=1,000)



In general, how important would you say snack foods are to you?

Posed to respondents who eat snack foods more than never...



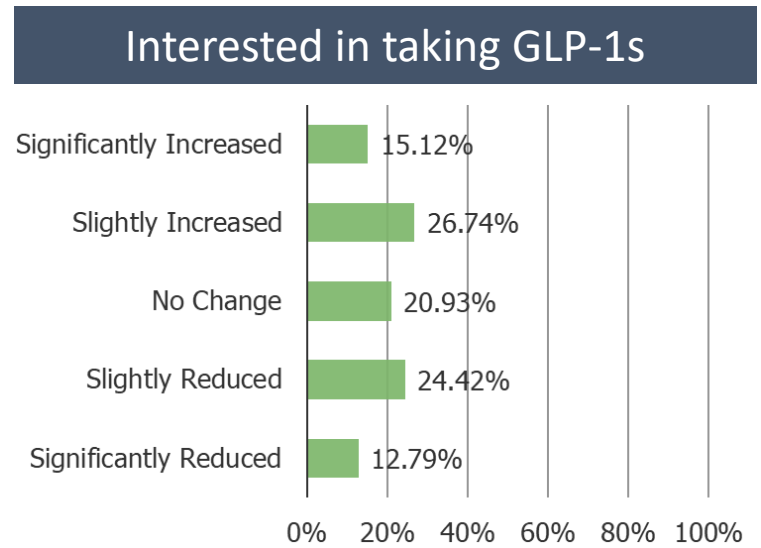
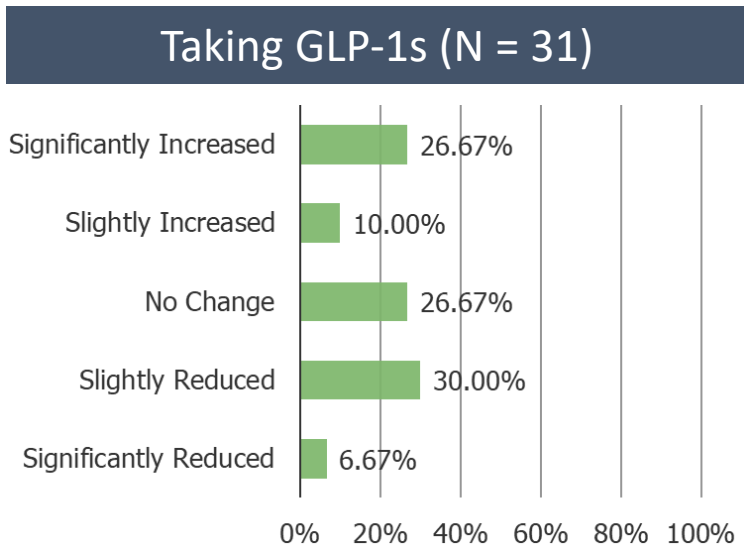
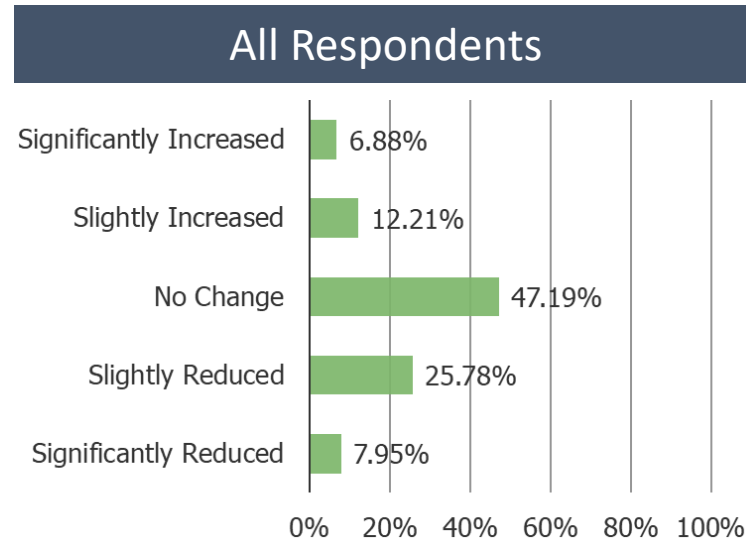
Which snack food brands do you buy/eat most often?

Posed to respondents who are not taking GLP-1 meds, but are interested or very interested in doing so...



In the past 12 months, have you changed how often you eat snack foods?

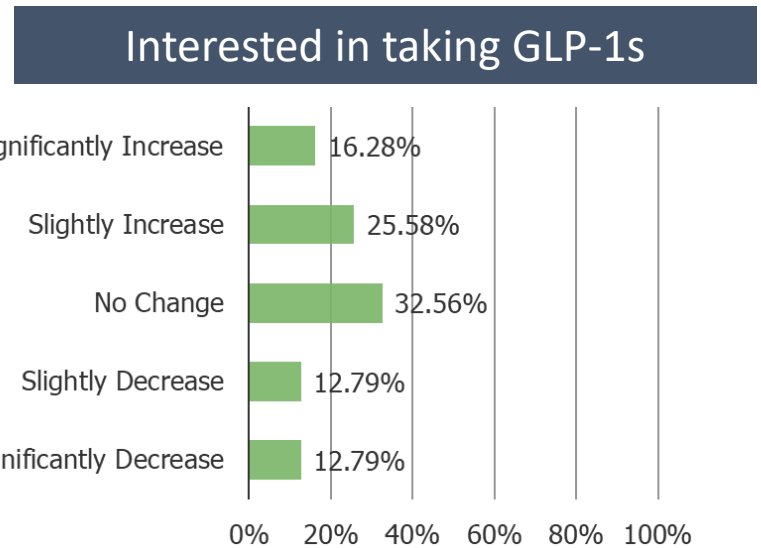
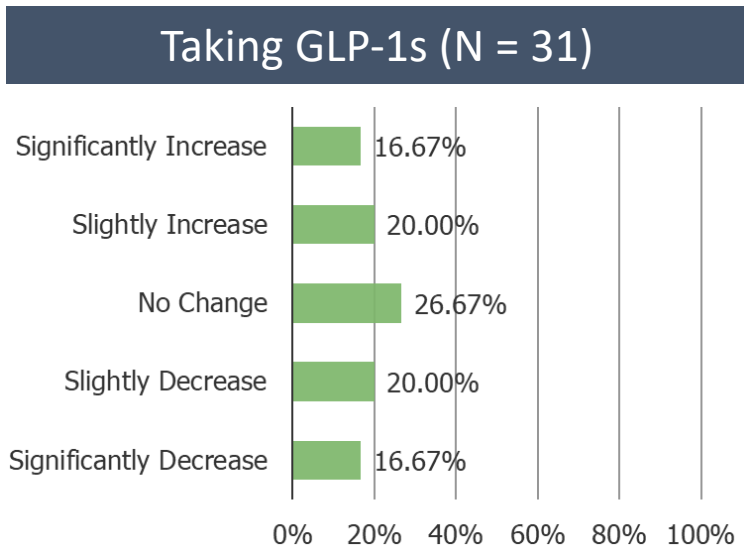
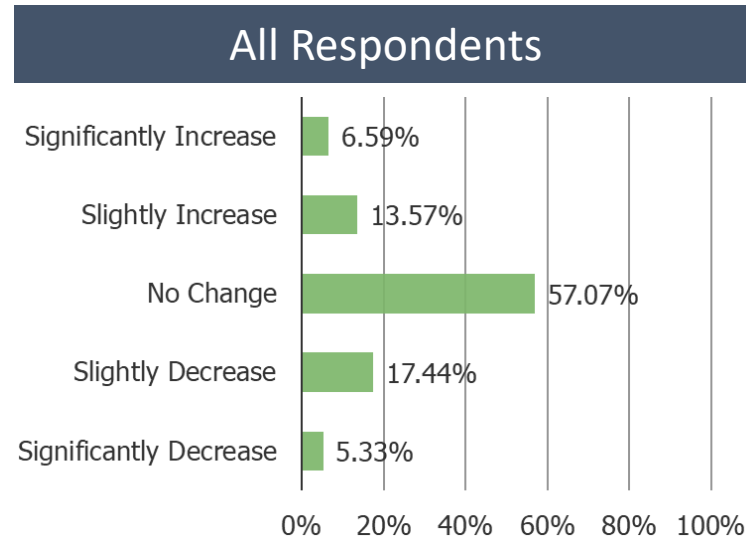
Posed to respondents who eat snack foods more than never...



GLP-1 Meds Survey

In the next 12 months, do you expect your snack food consumption to...

Posed to respondents who eat snack foods more than never...



Which of the following snack food brands do you eat regularly?

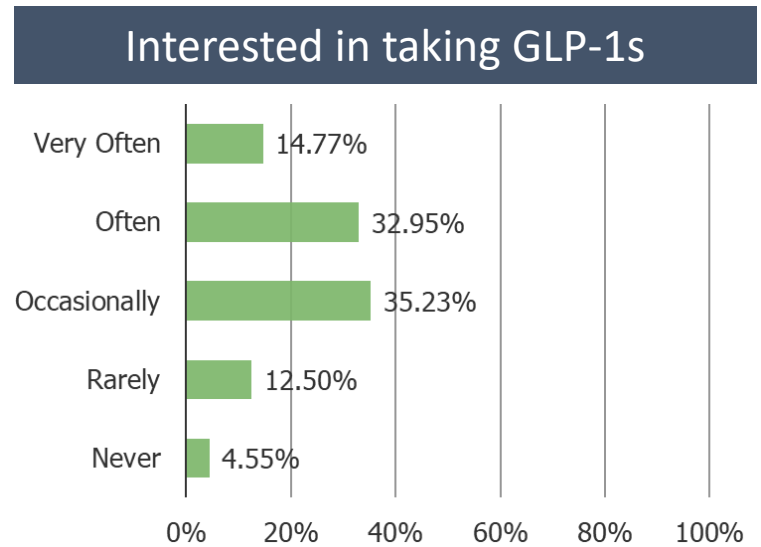
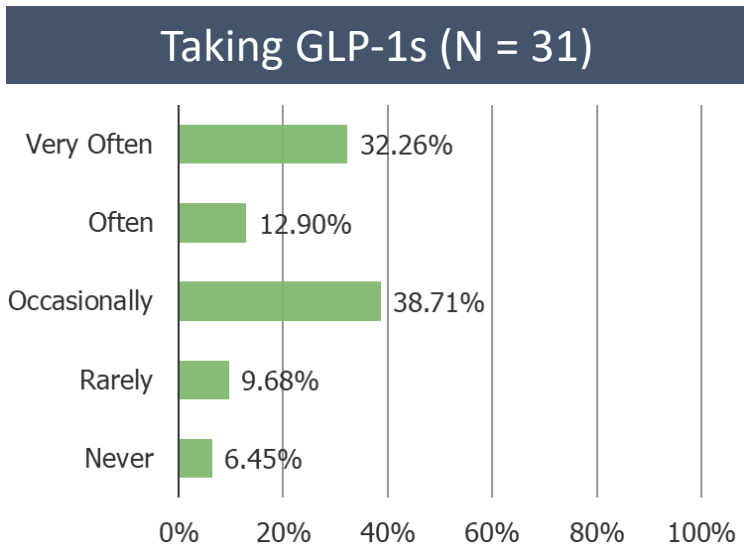
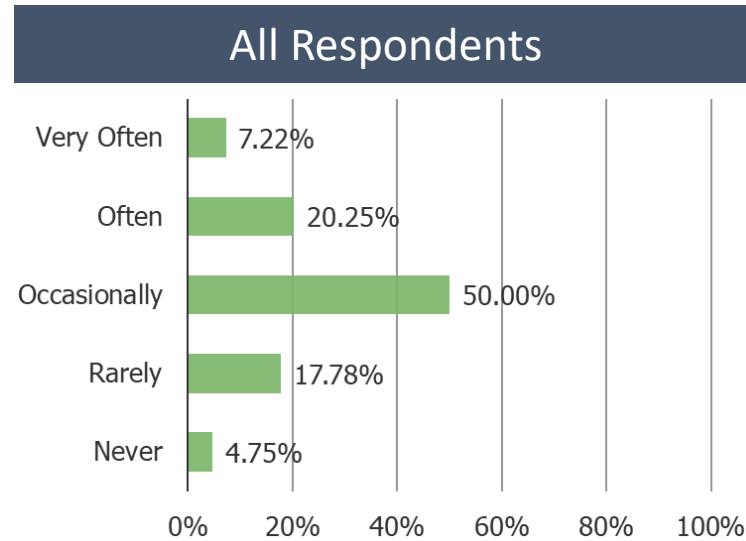
Posed to respondents who eat snack foods more than never...

	All Respondents	Taking GLP-1s Via Injection	Interested in GLP-1s
Lay's	49.42%	53.33%	50.00%
Doritos	48.55%	46.67%	46.51%
Cheetos	43.02%	53.33%	40.70%
Hershey's	39.73%	53.33%	38.37%
Frito-Lay	39.34%	40.00%	38.37%
Reese's	38.37%	43.33%	34.88%
M&M's	37.02%	46.67%	43.02%
Oreo	36.82%	40.00%	38.37%
Pringles	34.79%	36.67%	34.88%
Kit Kat	29.94%	43.33%	30.23%
Ritz	29.65%	36.67%	34.88%
Chips Ahoy!	29.55%	33.33%	26.74%
Tostitos	28.29%	33.33%	27.91%
Snickers	27.52%	30.00%	46.51%
Kraft Foods	25.39%	33.33%	37.21%
Fritos	25.10%	30.00%	26.74%
Twix	23.74%	23.33%	27.91%
Nestle	21.71%	43.33%	23.26%
Cheerios	20.83%	23.33%	20.93%
Heinz	13.08%	26.67%	13.95%
Other (please specify)	8.33%	3.33%	5.81%
None of the above	3.78%	0.00%	0.00%
	N = 1032	N = 30	N = 86

GLP-1 Meds Survey

How often do you eat food from casual dining / fast casual restaurants (take-out or dine-in)?

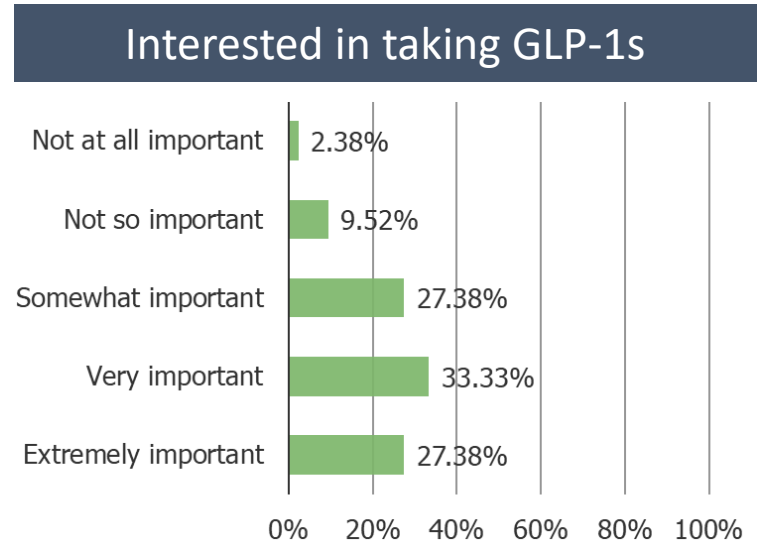
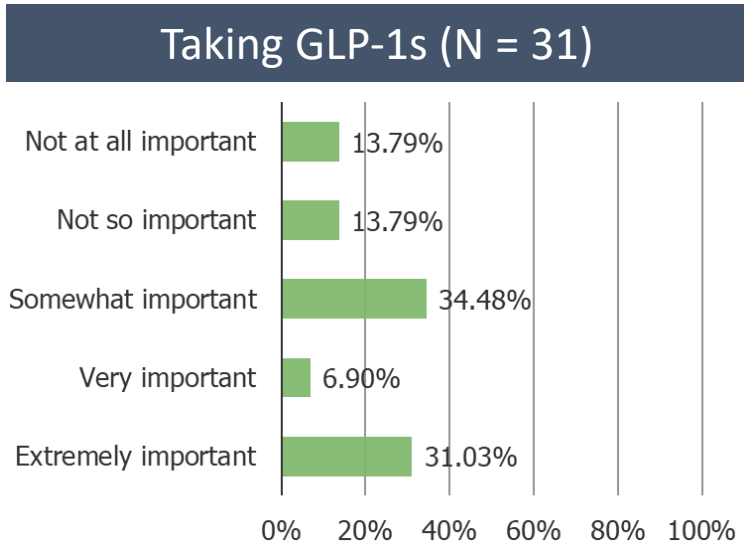
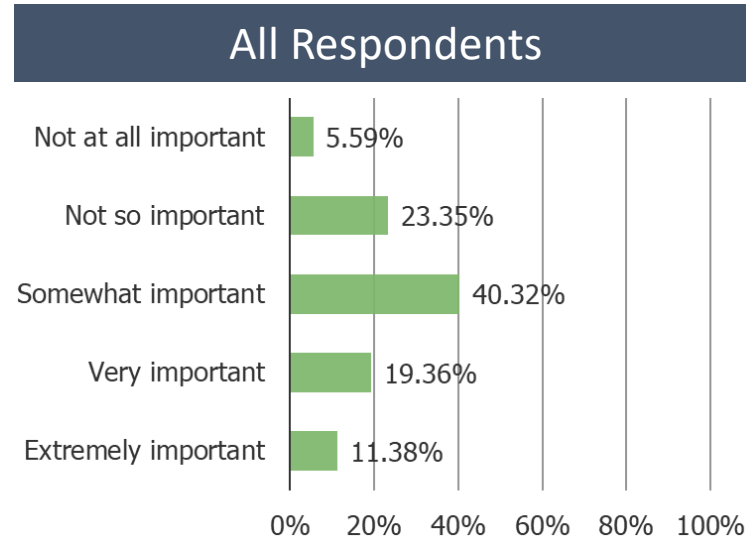
Posed to all respondents. (N=1,000)



GLP-1 Meds Survey

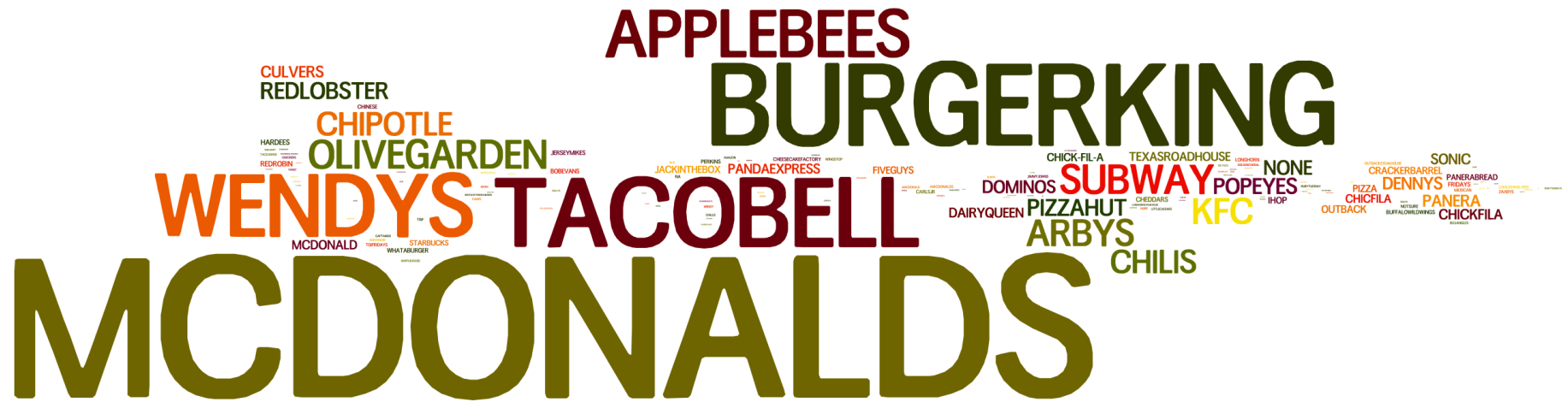
In general, how important would you say casual dining / fast casual restaurants (take-out or dine-in) are to you?

Posed to respondents who eat casual dining / fast casual more than never...



Which casual dining / fast casual restaurants do you buy/eat most often?

Posed to respondents who are not taking GLP-1 meds, but are interested or very interested in doing so...



Which casual dining / fast casual restaurants do you buy/eat most often?

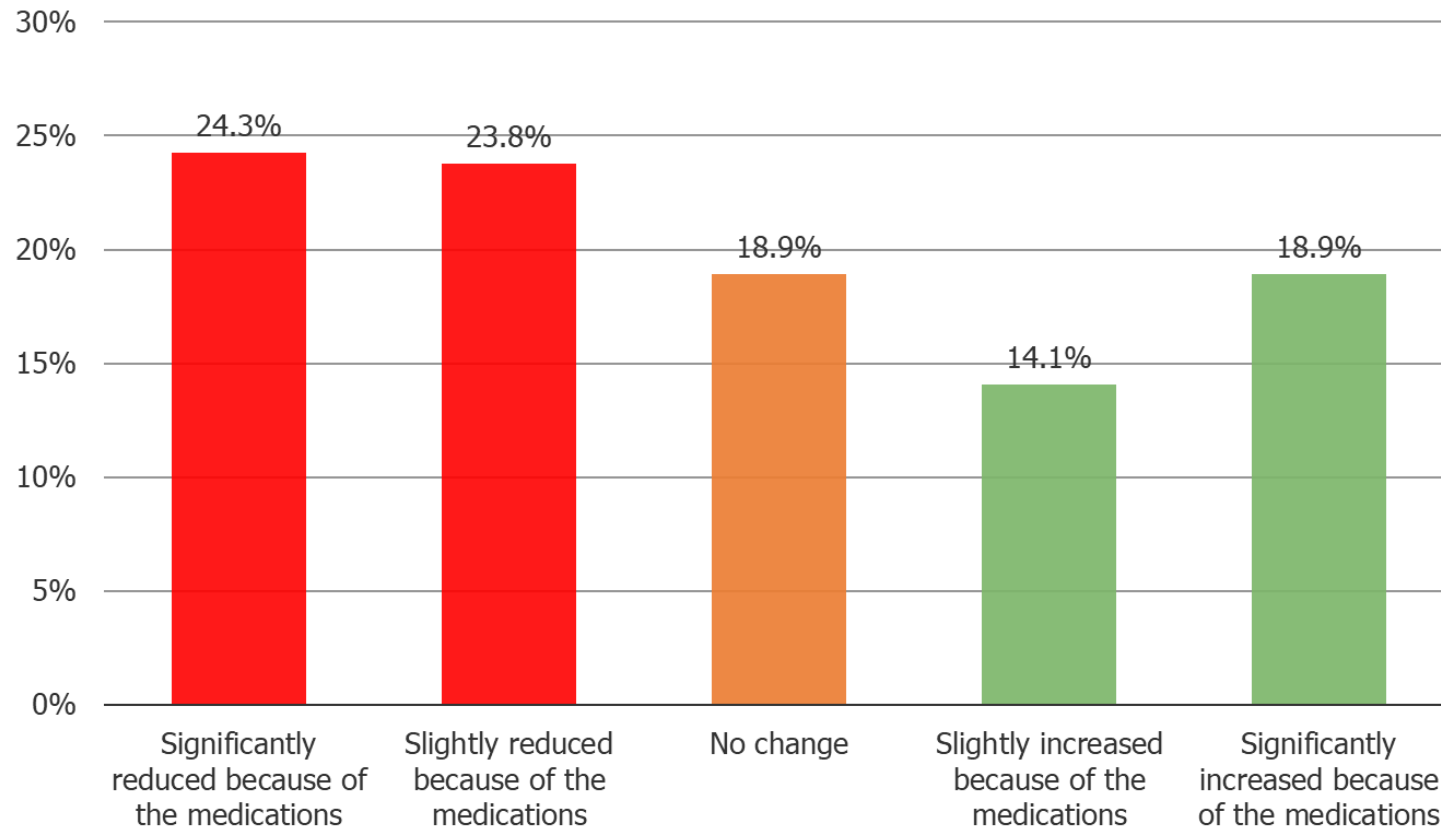
Posed to respondents who eat casual dining / fast casual more than never...

	All Respondents	Taking GLP-1s Via Injection	Interested in GLP-1s
McDonald's	54.99%	65.52%	61.90%
Taco Bell	40.62%	48.28%	46.43%
Burger King	37.03%	37.93%	45.24%
Wendy's	32.63%	34.48%	34.52%
KFC	29.34%	37.93%	34.52%
Chick-fil-A	28.54%	20.69%	32.14%
Domino's	26.65%	27.59%	36.90%
Pizza Hut	25.45%	44.83%	32.14%
Starbucks	23.15%	37.93%	34.52%
Dunkin Donuts	20.76%	31.03%	25.00%
Popeye's	19.76%	20.69%	16.67%
Olive Garden	19.66%	13.79%	30.95%
Sonic	18.66%	24.14%	26.19%
Chipotle	17.56%	20.69%	16.67%
Appleby's	15.47%	27.59%	23.81%
Panera	15.47%	20.69%	20.24%
Papa John's	14.87%	24.14%	26.19%
Texas Roadhouse	14.57%	20.69%	22.62%
Chili's	13.87%	10.34%	14.29%
Buffalo Wild Wings	13.27%	17.24%	19.05%
Five Guys	13.27%	13.79%	14.29%
IHOP	12.87%	10.34%	14.29%
Cracker Barrel	12.28%	13.79%	14.29%
Wingstop	9.38%	3.45%	8.33%
Longhorn Steakhouse	8.78%	10.34%	15.48%
Red Robbin	8.08%	17.24%	13.10%
Cheese Cake Factory	7.58%	3.45%	13.10%
Cheddar's Scratch Kitchen	6.59%	10.34%	14.29%
Other (please specify)	6.59%	0.00%	5.95%
None of the above	6.49%	0.00%	1.19%
Shake Shack	5.89%	6.90%	7.14%
Ruby Tuesday	4.99%	3.45%	7.14%
Dutch Bros	3.89%	3.45%	4.76%
Qdoba	3.79%	3.45%	4.76%
Potbelly	2.40%	3.45%	2.38%
Sweetgreen	2.20%	6.90%	2.38%
Cava	2.10%	3.45%	2.38%
Fogo De Chao	1.80%	10.34%	4.76%
	N = 1032	N = 30	N = 86

GLP-1 Meds Survey

You mentioned earlier that you have regularly had the following during the past year. Has your consumption frequency of the following changed since you started taking GLP-1 medications like Ozempic or Wegovy, or others like them?

Posed to respondents currently taking GLP-1 meds via injection (N = 31)



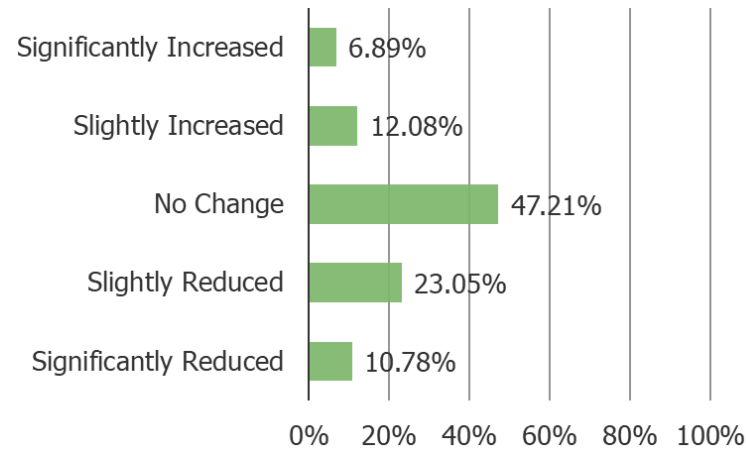
*Combining results across 36 casual dining / fast casual restaurants...

GLP-1 Meds Survey

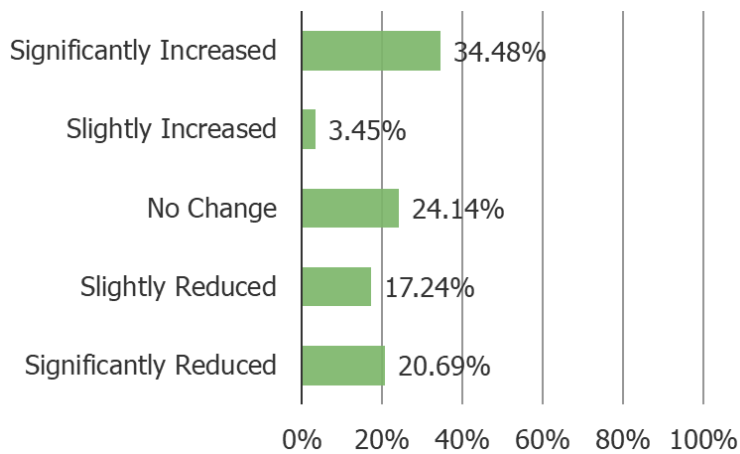
In the past 12 months, have you changed how often you use casual dining / fast casual restaurants?

Posed to respondents who eat casual dining / fast casual more than never...

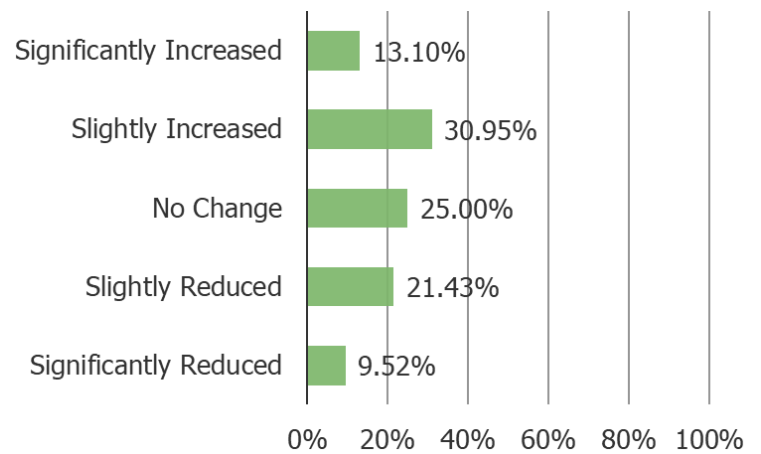
All Respondents



Taking GLP-1s (N = 31)



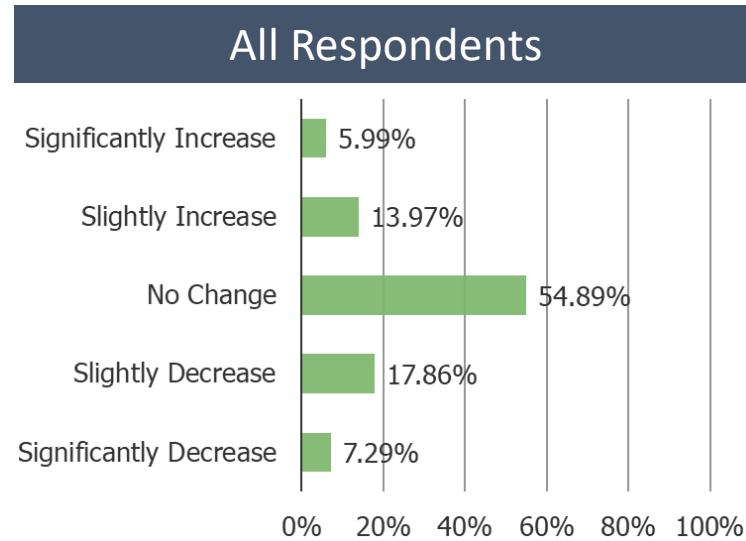
Interested in taking GLP-1s



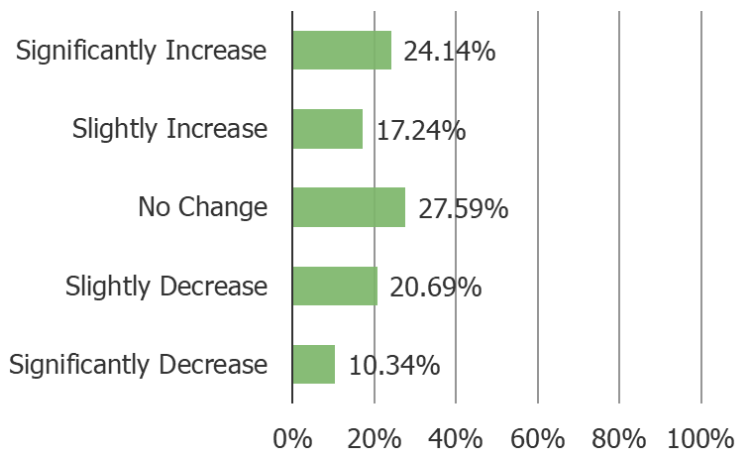
GLP-1 Meds Survey

In the next 12 months, do you expect your usage of casual dining / fast casual restaurants to...

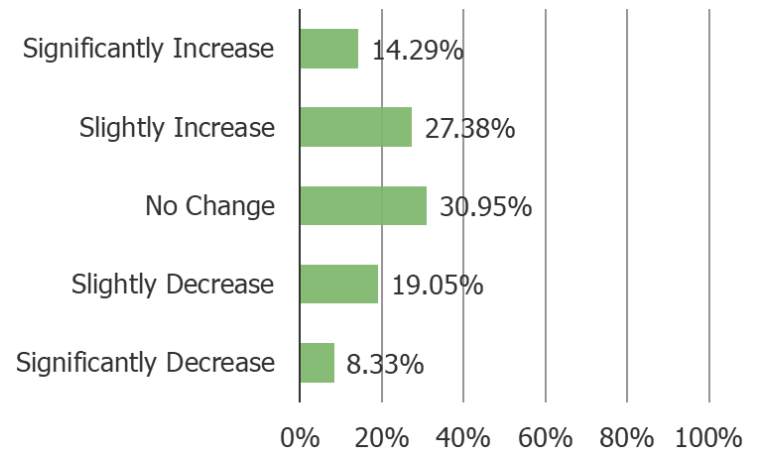
Posed to respondents who eat casual dining / fast casual more than never...



Taking GLP-1s (N = 31)

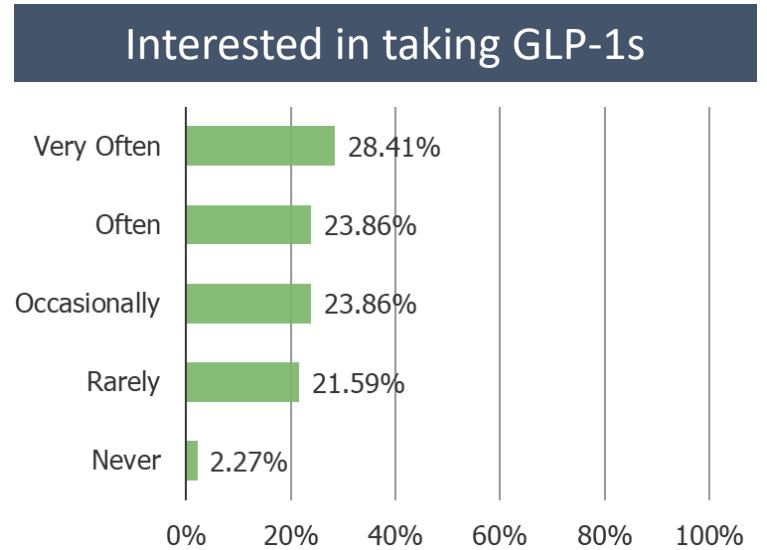
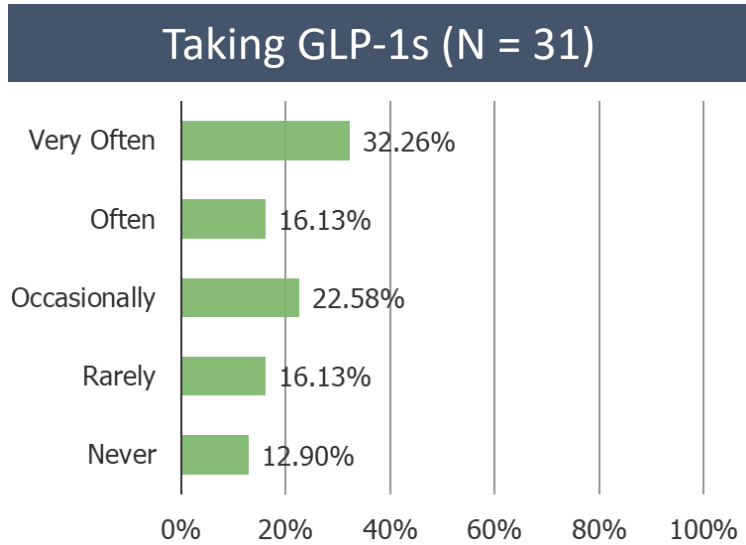
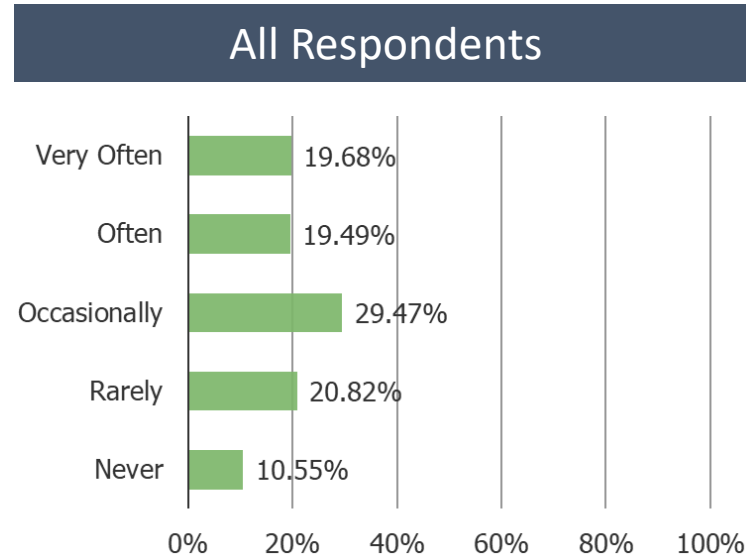


Interested in taking GLP-1s



How often do you drink soda or carbonated soft drinks?

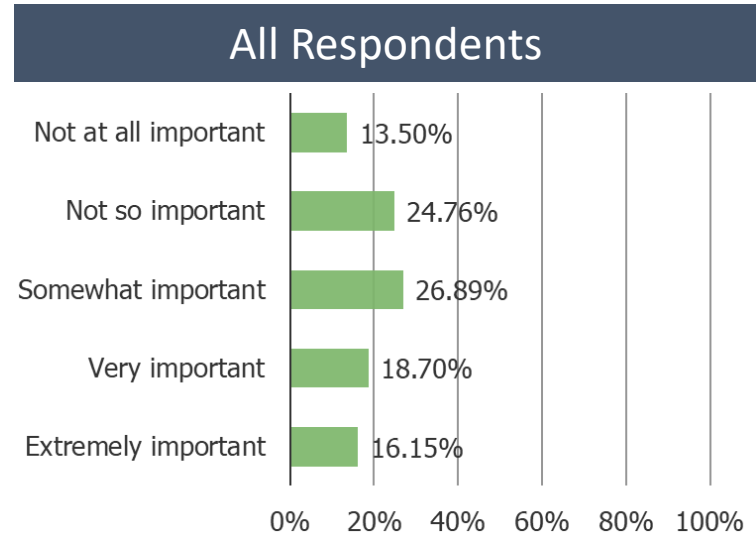
Posed to all respondents. (N=1,000)



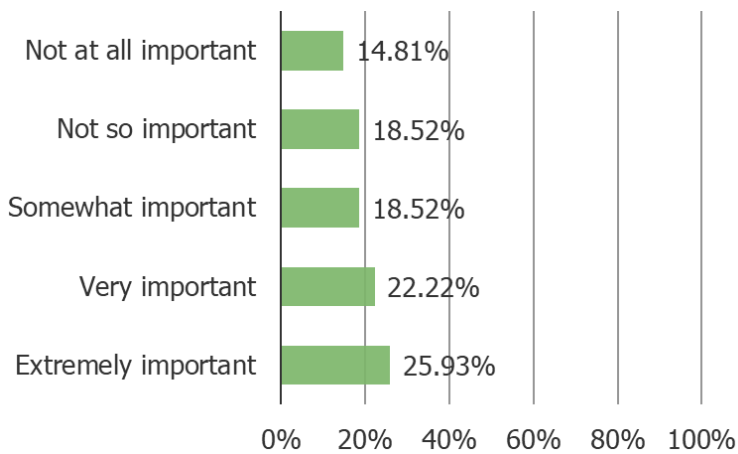
GLP-1 Meds Survey

In general, how important would you say drink soda or carbonated soft drinks (take-out or dine-in) are to you?

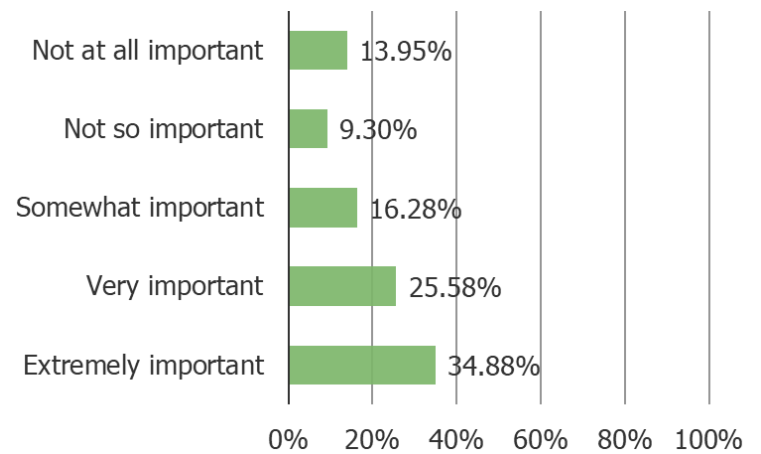
Posed to respondents who drink soda more than never...



Taking GLP-1s (N = 31)



Interested in taking GLP-1s



Which soda or carbonated soft drink brands do you buy/drink most often?

Posed to respondents who are not taking GLP-1 meds, but are interested or very interested in doing so...



GLP-1 Meds Survey

Do you regularly drink any of the following? Select ALL that apply

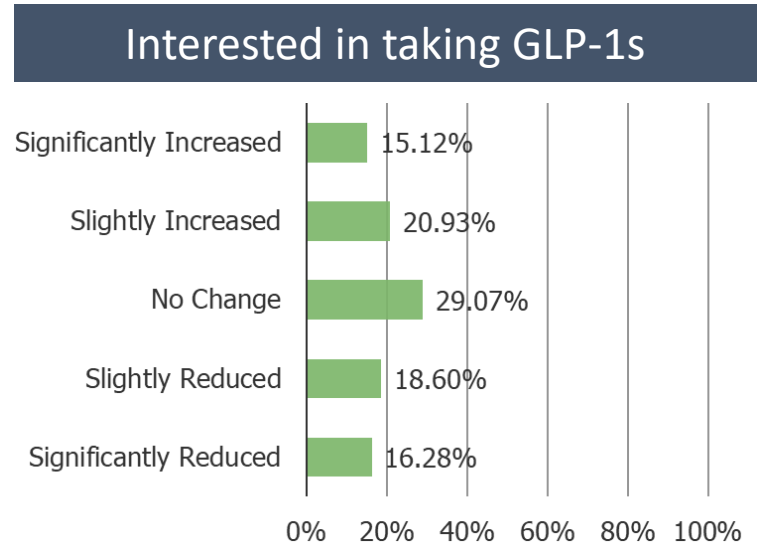
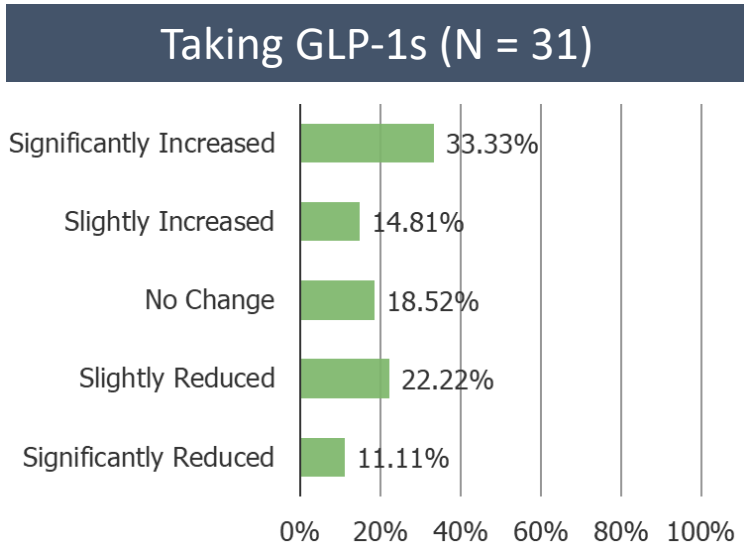
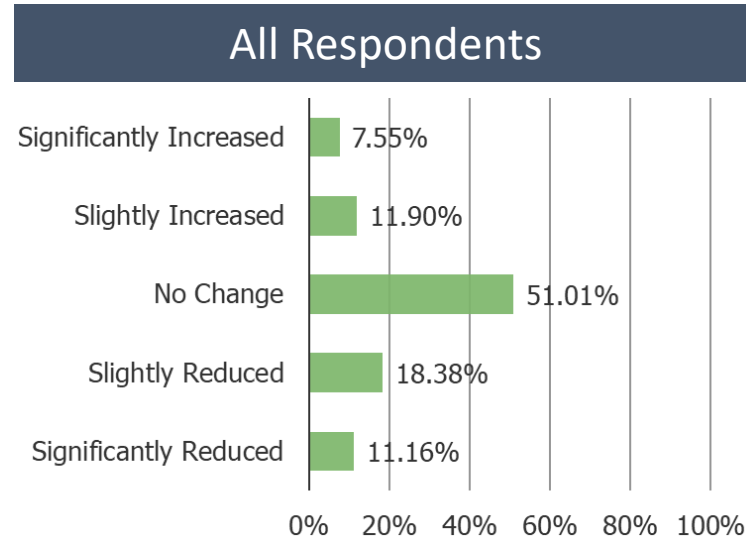
Posed to respondents who drink soda more than never...

Answer Choices	All Respondents	Taking GLP-1s Via Injection	Interested in GLP-1s
Sprite	41.45%	37.04%	38.37%
Coca-Cola Classic	40.49%	37.04%	39.53%
Pepsi Cola	37.62%	51.85%	40.70%
Dr. Pepper	36.24%	33.33%	38.37%
Mountain Dew	30.18%	40.74%	30.23%
Fanta	23.06%	18.52%	25.58%
Diet Coke	20.94%	44.44%	36.05%
Coke Zero	17.00%	29.63%	32.56%
Diet Pepsi	16.05%	40.74%	29.07%
Other (please specify)	8.93%	0.00%	8.14%
Diet Mountain Dew	8.08%	18.52%	12.79%
None of the above	6.59%	7.41%	2.33%

GLP-1 Meds Survey

In the past 12 months, have you changed how often you drink soda or carbonated soft drinks?

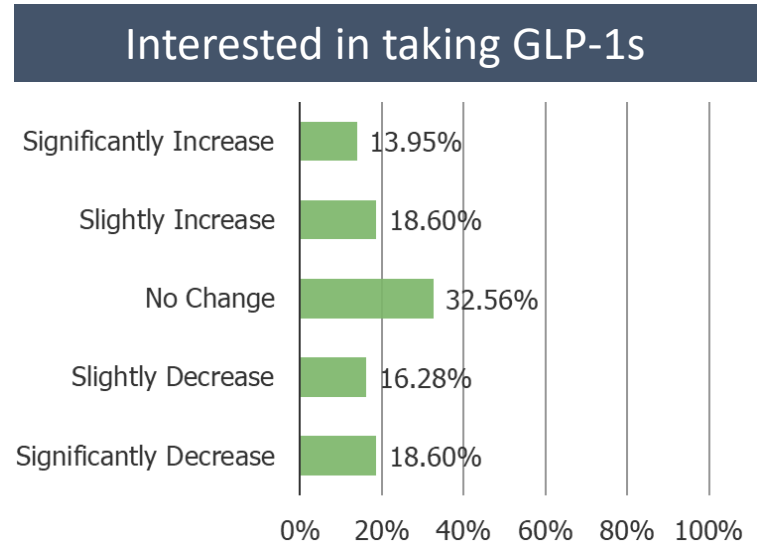
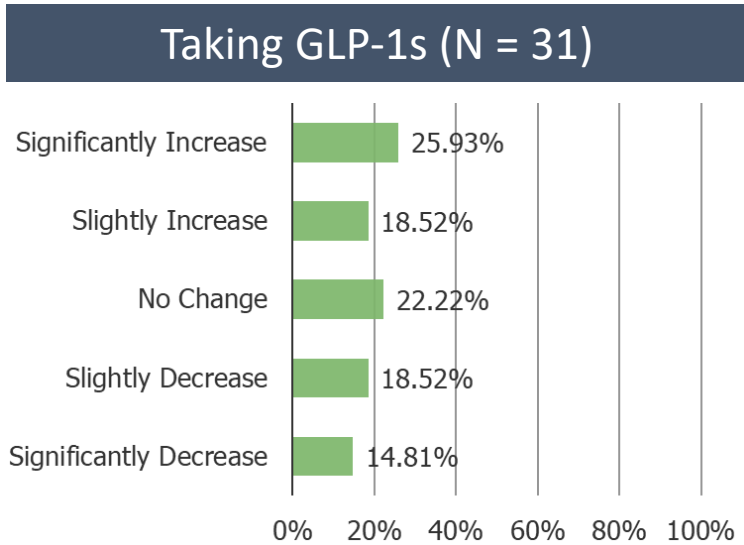
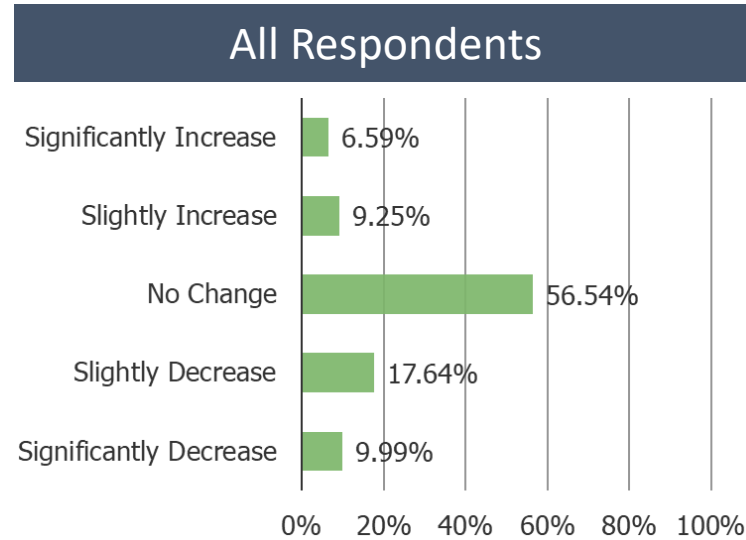
Posed to respondents who drink soda more than never...



GLP-1 Meds Survey

In the next 12 months, do you expect your consumption of soda or carbonated soft drinks to...

Posed to respondents who drink soda more than never...

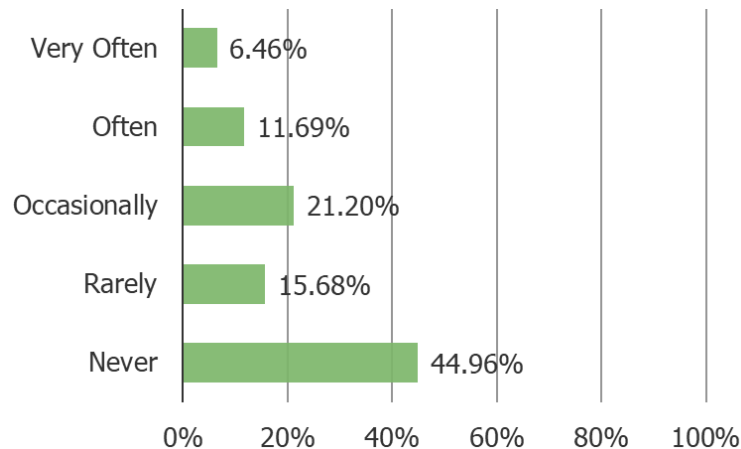


GLP-1 Meds Survey

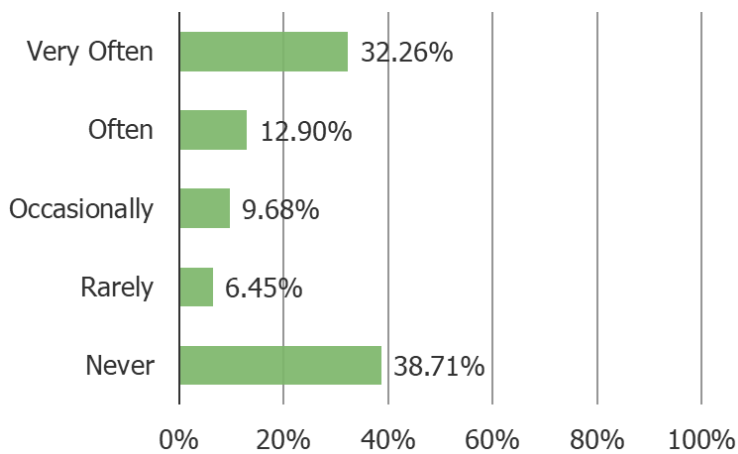
How often do you drink beer?

Posed to all respondents. (N=1,000)

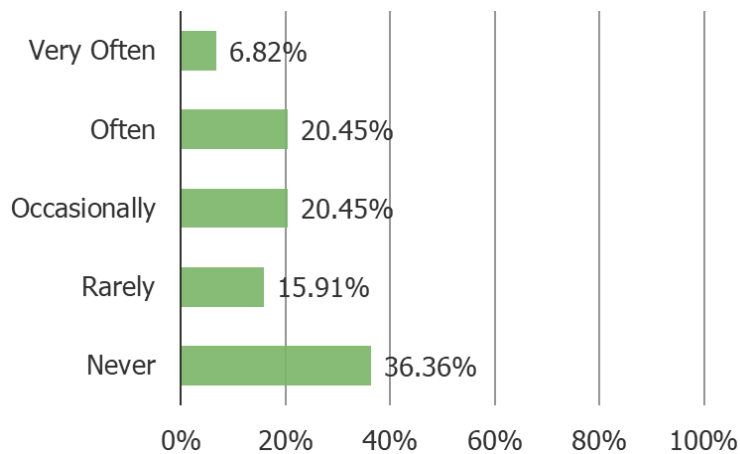
All Respondents



Taking GLP-1s (N = 31)

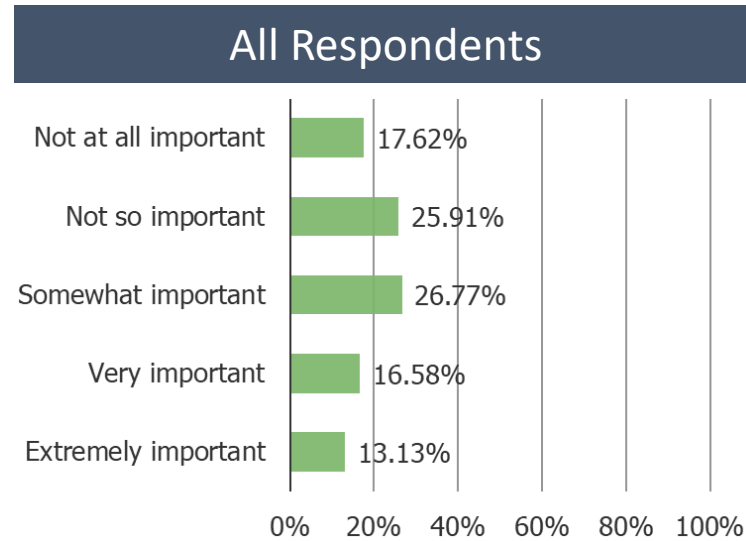


Interested in taking GLP-1s

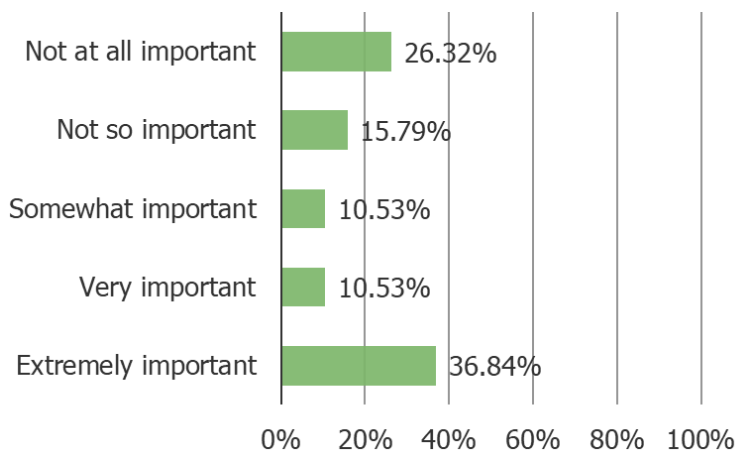


In general, how important would you say beer is to you?

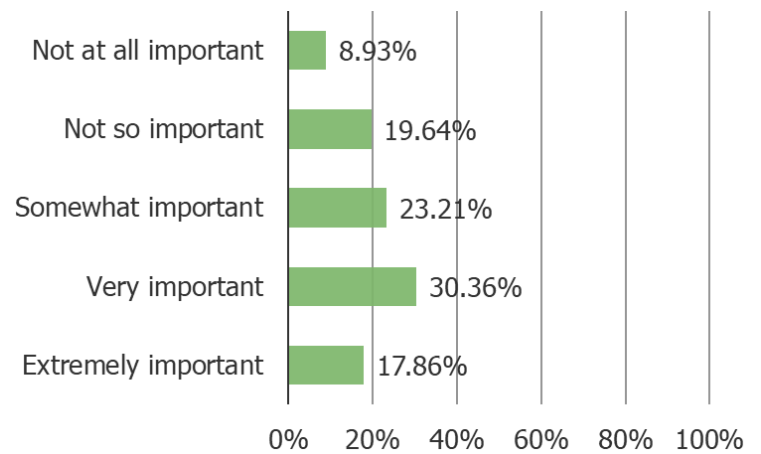
Posed to respondents who drink beer more than never...



Taking GLP-1s (N = 31)



Interested in taking GLP-1s



Which beer brands do you buy/drink most often?

Posed to respondents who are not taking GLP-1 meds, but are interested or very interested in doing so...



GLP-1 Meds Survey

Do you regularly drink any of the following? Select ALL that apply

Posed to respondents who drink beer more than never...

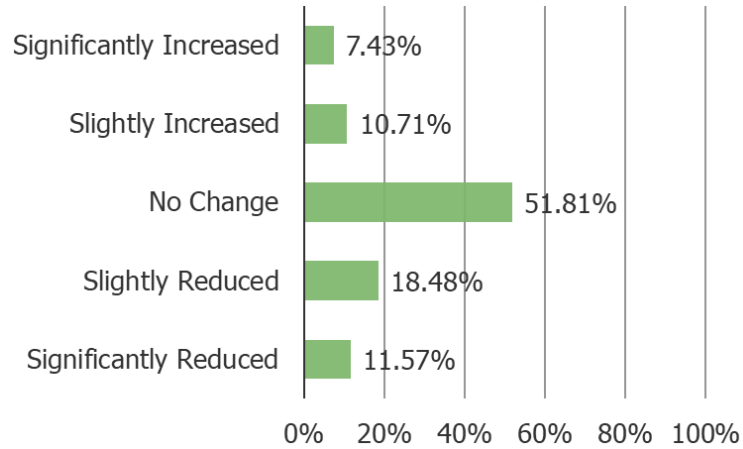
Answer Choices	All Respondents	Taking GLP-1s Via Injection	Interested in GLP-1s
Corona	29.53%	42.11%	33.93%
Budlight	26.77%	21.05%	42.86%
Budweiser	25.91%	15.79%	26.79%
Heineken	25.39%	42.11%	32.14%
Coors Light	23.14%	21.05%	30.36%
Miller Light	19.69%	15.79%	33.93%
Blue Moon	19.17%	36.84%	33.93%
Modelo	18.83%	31.58%	23.21%
Miller	17.96%	21.05%	37.50%
Coors	16.58%	5.26%	23.21%
Guinness	15.89%	21.05%	25.00%
Stella Artois	14.34%	31.58%	17.86%
None of the above	13.47%	21.05%	5.36%
Samuel Adams	11.92%	21.05%	7.14%
Other (please specify)	9.84%	0.00%	1.79%
Pabst Blue Ribbon	9.33%	15.79%	16.07%
Modelo Especial	9.15%	5.26%	7.14%
Yuengling	7.25%	5.26%	5.36%
Keystone Light	6.74%	5.26%	5.36%

GLP-1 Meds Survey

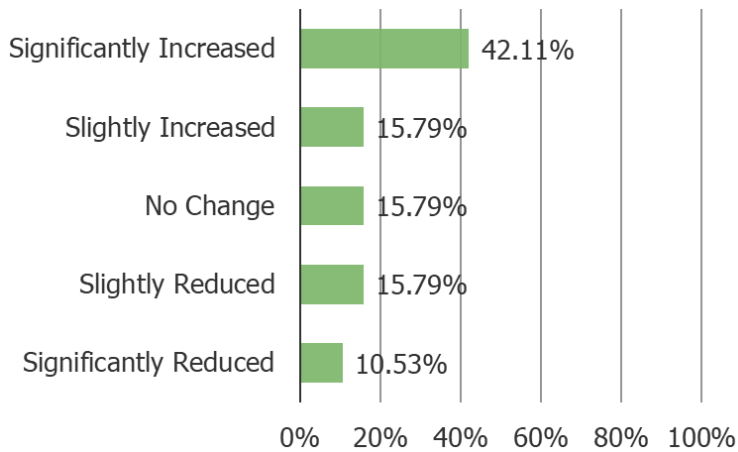
In the past 12 months, have you changed how often you drink beer?

Posed to respondents who drink beer more than never...

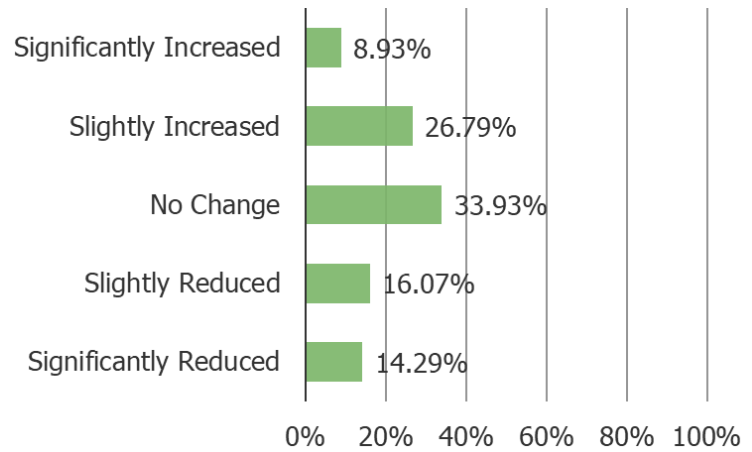
All Respondents



Taking GLP-1s (N = 31)



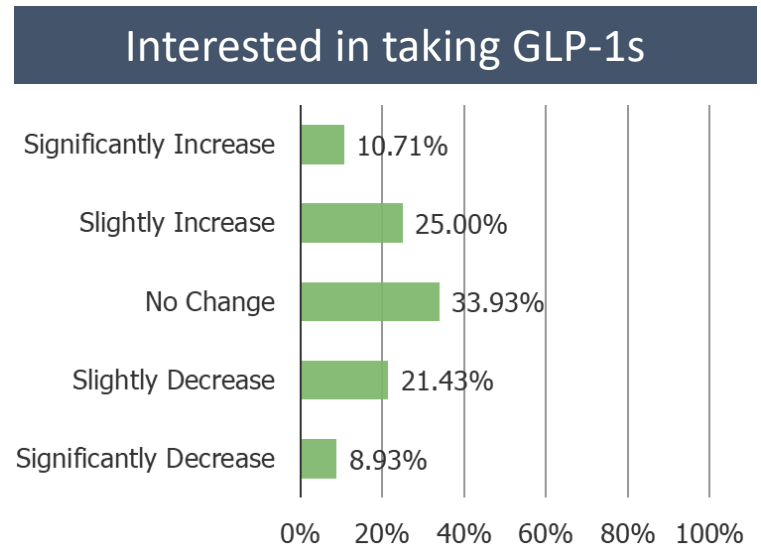
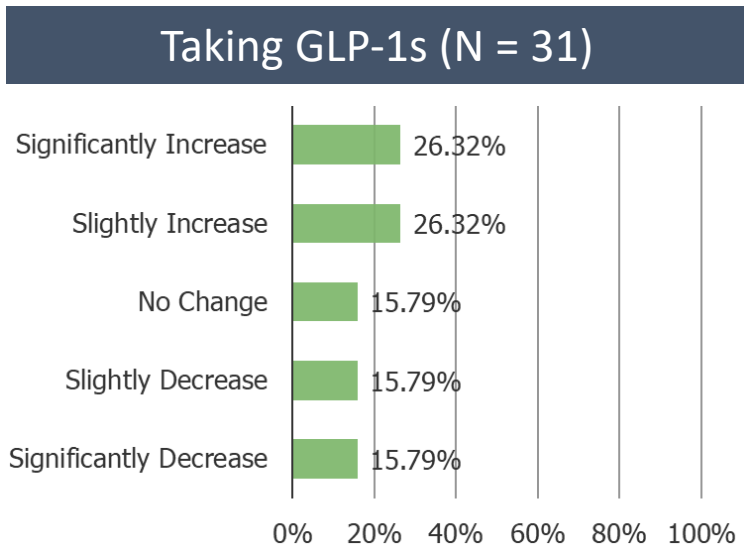
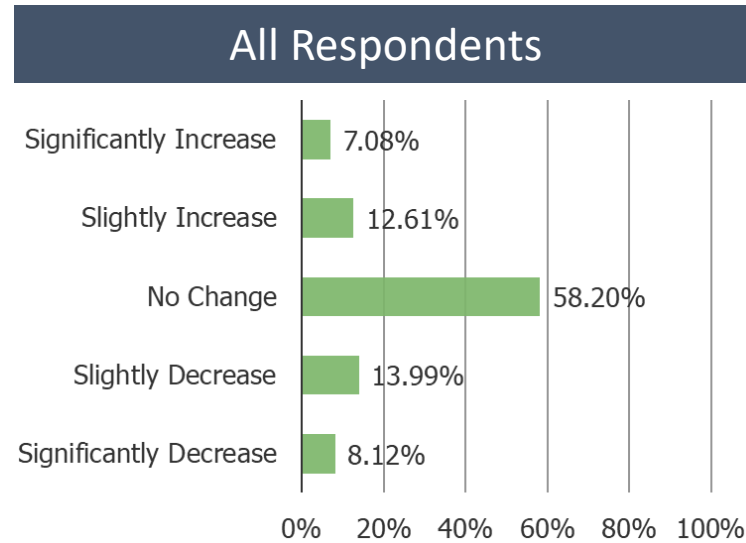
Interested in taking GLP-1s



GLP-1 Meds Survey

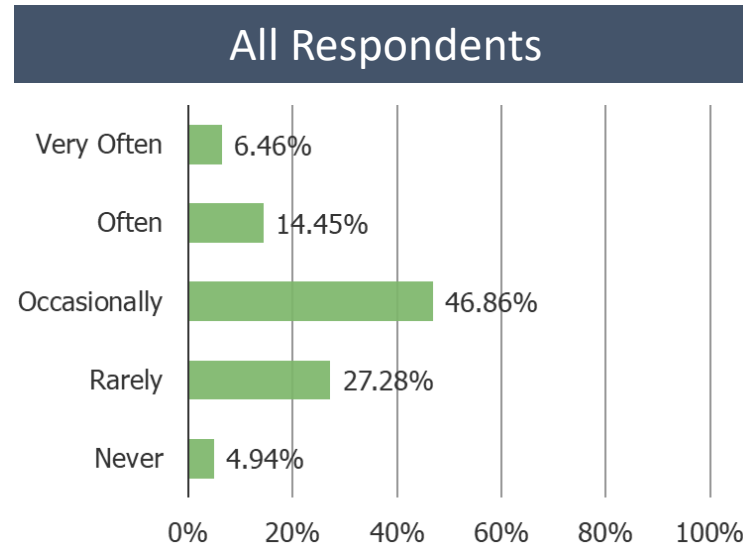
In the next 12 months, do you expect your consumption of beer to...

Posed to respondents who drink beer more than never...

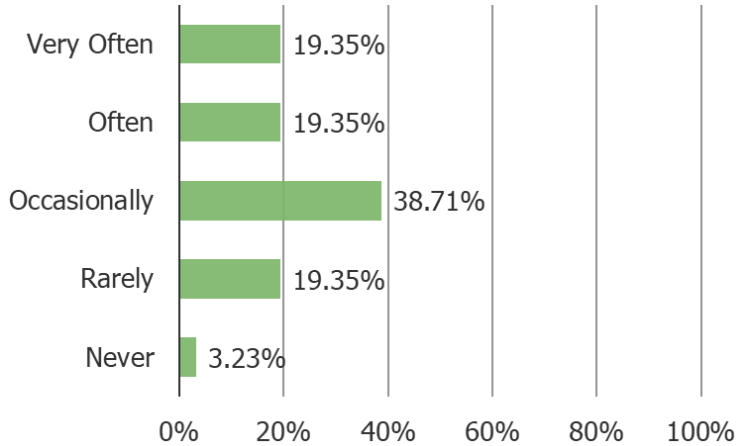


How often do you buy clothing?

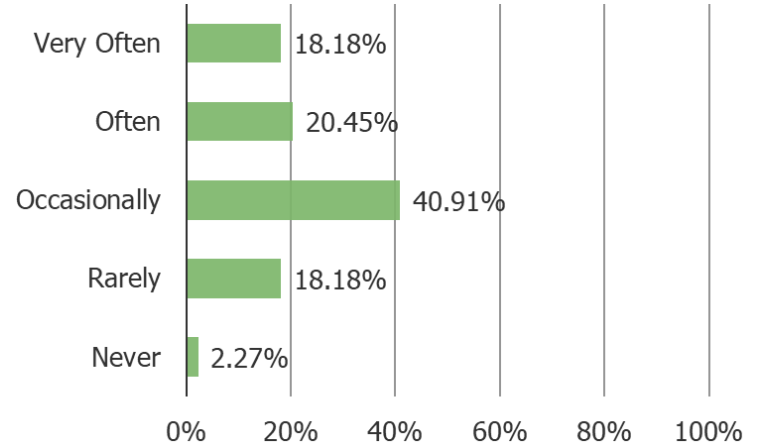
Posed to all respondents. (N=1,000)



Taking GLP-1s (N = 31)



Interested in taking GLP-1s



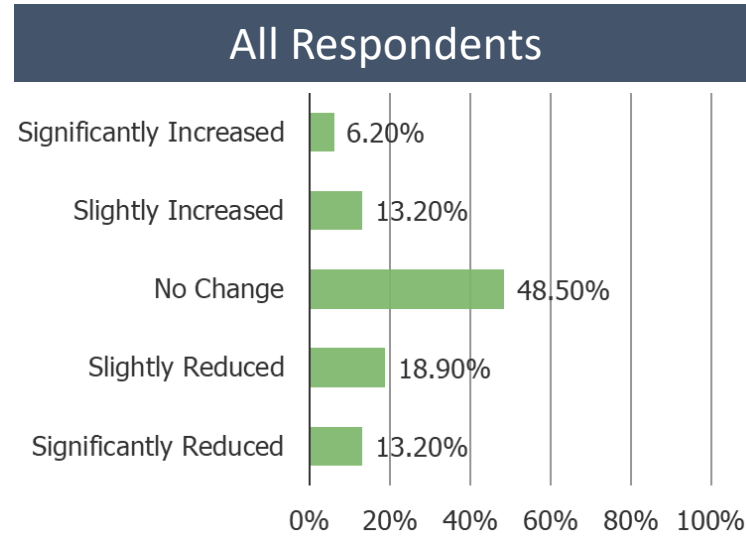
Which clothing brands do you buy most often?

Posed to all respondents. (N=1,000)

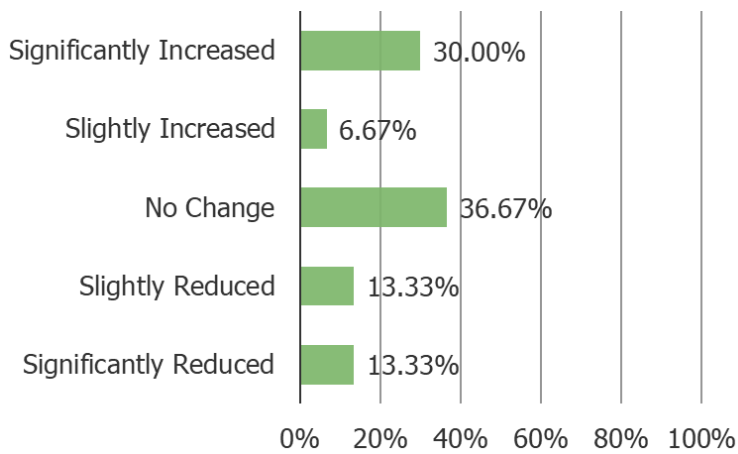


In the past 12 months, have you changed how often you buy clothing?

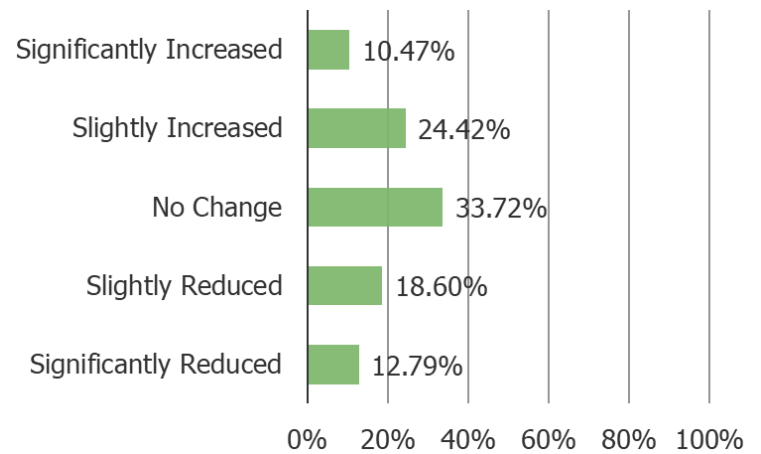
Posed to respondents who buy clothing more than never..



Taking GLP-1s (N = 31)



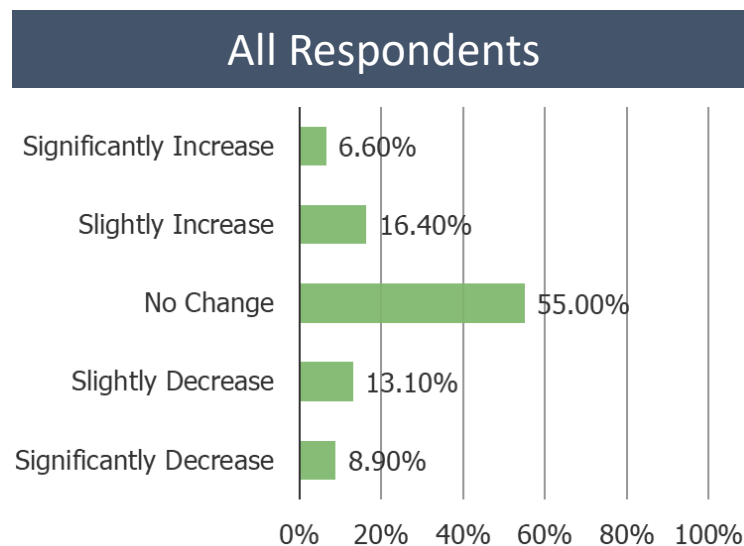
Interested in taking GLP-1s



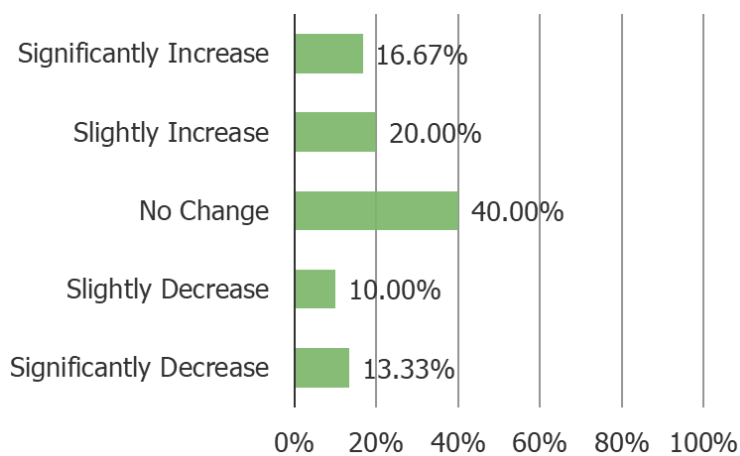
GLP-1 Meds Survey

In the next 12 months, do you expect your consumption of buying clothing to...

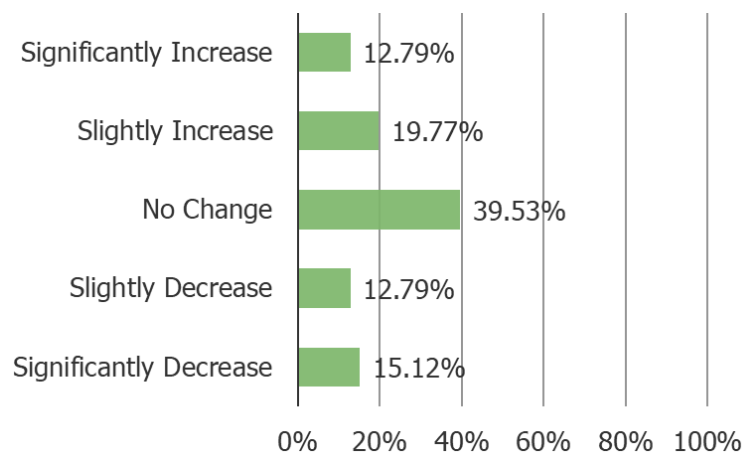
Posed to respondents who buy clothing more than never..



Taking GLP-1s (N = 31)



Interested in taking GLP-1s



GLP-1 Meds Survey

Do you regularly buy groceries from any of the following retailers? Select up to three choices that you shop most often...

Posed to all respondents. (N=1,000)

Answer Choices	All Respondents	Taking GLP-1s Via Injection	Interested in GLP-1s
Wal-Mart	58.08%	48.39%	65.91%
Kroger	15.59%	22.58%	9.09%
Target	15.40%	12.90%	25.00%
Dollar General	13.88%	16.13%	10.23%
Aldi	13.40%	12.90%	14.77%
Amazon	13.31%	16.13%	23.86%
Other (please specify)	11.41%	3.23%	6.82%
Costco	10.84%	12.90%	11.36%
Dollar Tree	9.79%	3.23%	10.23%
Sam's Club	9.70%	6.45%	7.95%
Family Dollar	8.46%	6.45%	6.82%
Publix	6.65%	3.23%	9.09%
Trader Joe's	6.27%	3.23%	5.68%
Safeway	5.51%	12.90%	4.55%
Food Lion	4.75%	9.68%	3.41%
HEB	3.90%	6.45%	2.27%
Albertsons	3.80%	6.45%	7.95%
7-Eleven	3.80%	0.00%	5.68%
Whole Foods	3.52%	3.23%	7.95%
BJ's	3.42%	3.23%	1.14%
None of the above	3.14%	6.45%	0.00%
Meijer	3.14%	0.00%	2.27%
Stop & Shop	2.76%	3.23%	2.27%
Hy-Vee	2.57%	3.23%	4.55%
Wegmans	2.38%	0.00%	3.41%
Sprouts Farmers Market	2.09%	0.00%	2.27%
Harris Teeter	1.71%	3.23%	2.27%
Five Below	1.33%	0.00%	1.14%
Hannaford	0.95%	0.00%	0.00%
Supervalu	0.29%	0.00%	0.00%

GLP-1 Meds Survey

**Do you regularly or occasionally buy clothing from any of the following from any of the following?
Select ALL that apply**

Posed to all respondents. (N=1,000)

Answer Choices	All Respondents	Taking GLP-1s Via Injection	Interested in GLP-1s
Wal-Mart	51.24%	38.71%	50.00%
Amazon	37.93%	45.16%	48.86%
Target	26.90%	29.03%	42.05%
Kohl's	20.63%	19.35%	25.00%
Old Navy	20.15%	19.35%	22.73%
TJ Maxx	16.92%	12.90%	26.14%
Ross	14.92%	0.00%	13.64%
Macy's	14.83%	6.45%	14.77%
JC Penney	13.31%	25.81%	12.50%
Shein	12.64%	6.45%	11.36%
H&M	10.27%	9.68%	17.05%
Burlington	9.89%	3.23%	11.36%
Costco	9.70%	16.13%	20.45%
None of the above	8.84%	12.90%	1.14%
Gap	8.37%	6.45%	11.36%
Temu	8.17%	0.00%	7.95%
Other (please specify)	6.94%	3.23%	4.55%
Nordstrom	6.84%	9.68%	21.59%
Lane Bryant	3.61%	9.68%	7.95%
BJ's	3.23%	6.45%	5.68%
Eloqui	1.43%	9.68%	0.00%

GLP-1 Meds Survey

Do you regularly shop any of the following drug stores? Please select up to three that you use most often

Posed to all respondents. (N=1,000)

Answer Choices	All Respondents	Taking GLP-1s Via Injection	Interested in GLP-1s
Wal-Mart	45.25%	51.61%	52.27%
Walgreens	38.97%	16.13%	40.91%
CVS	37.45%	29.03%	31.82%
Rite Aid	14.35%	12.90%	14.77%
None of the above	12.83%	19.35%	6.82%
Kroger	11.03%	22.58%	17.05%
Other (please specify)	4.47%	3.23%	5.68%
Albertstons	4.09%	3.23%	6.82%
Express Scripts	2.57%	6.45%	6.82%
Cardinal Health	1.71%	3.23%	2.27%
Genovese Drug Stores	1.62%	3.23%	5.68%
Discount Drug Mart	1.62%	3.23%	2.27%
Duane Reade	1.24%	0.00%	2.27%
Eckerd	0.95%	3.23%	3.41%
Hook's Drug Stores	0.38%	3.23%	1.14%